

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE



## of Maryland DRUG sales are covered by W-I-T-H at lowest cost per thousand!

And the other 24% are so far from Baltimore that they're actually controlled by distribution centers *outside* of Maryland.

When you buy W-I-T-H, you buy *all* of Metropolitan Baltimore's burgeoning population of 1,550,645\*\*—up 20.2% in the past even years alone. You get blanket coverage

Sales Management, 1957

of the total effective buying market—and *no waste coverage*. You get by far the lowest cost per thousand.

That's why W-I-T-H has twice as many advertisers as any other Baltimore radio station. That's why . . . for drugs and every other product . . . it rates as *your* first choice.

\*\*Metropolitan Research

It "figures"!  
Baltimore's best  
radio buy is . . .

# WITH

Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington; Simmons Associates in Chicago and Boston; The Brown Co. in Dallas, Houston, Denver, Atlanta, Miami, New Orleans; McGavren-Quinn in Seattle, San Francisco, Los Angeles.

### ALL EYES ON McCANN—NO. 1 AIR AGENCY

It is in the spotlight because it has come so far so fast, because big-business has not made it immune to problems and because its structure is unique among agencies

Page 29

### Piggy-back marketing launches a new coffee

Page 34

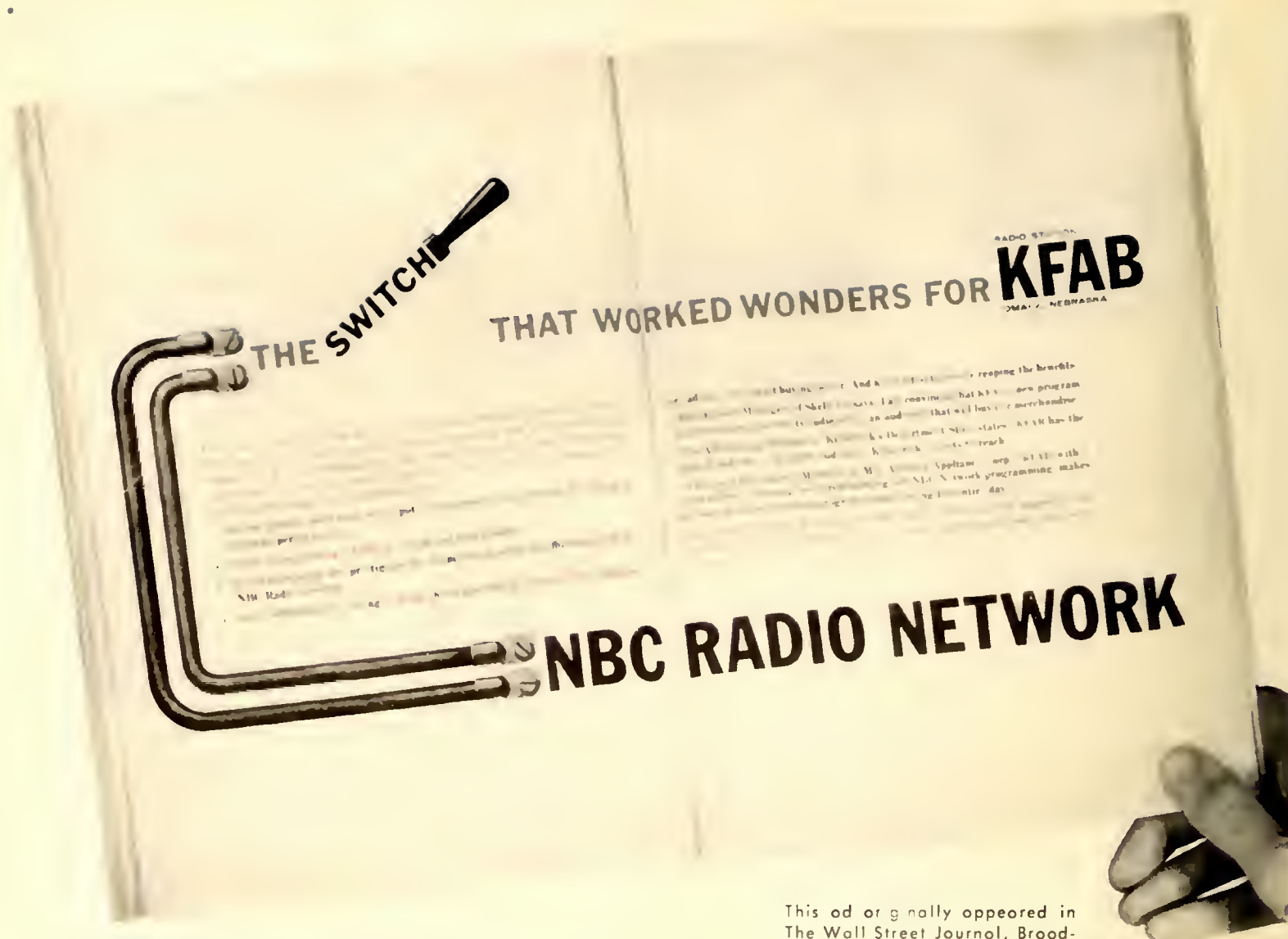
### 1957 radio set sales biggest since tv era

Page 37

### Proof that tv can sell almost anything

Page 41

DIGEST OF PAGE 72



This ad originally appeared in  
The Wall Street Journal, Broad-  
casting & Telecasting, and Sponsor.

## Thanks, NBC...

Your ad in The Wall Street Journal, Broadcasting & Telecasting, and Sponsor so adequately told our story.

We're proud of our affiliation with NBC...and we're proud of the facts you brought out in the ad...facts like:

- ... a 23% audience rating increase in key time periods!
- ... that 90% of today's KFAB audiences are adults!

Like you say, NBC, KFAB is on the move and producing big results for advertisers daily...and doing it for a lower cost-per-thousand than any other Omaha station.

Get more facts from Petry—or from KFAB's General Sales Manager, E. R. Morrison.





# Buyers and Users of Radio Advertising in Iowa

*File this page with your folder on Des Moines Radio. This is information you must know in "shopping" this great market wisely.*

KRNT went on the air 22 years ago. Its management has always tried to operate in such a manner that the public would be proud of the station.

KRNT is a 5,000-watt affiliate of the Columbia Broadcasting System.

KRNT is important to people. It is manned by people who have important work to do and they know it and the public knows it.

KRNT is programmed with the whole family in mind. It presents a balanced schedule of entertainment, religious, agricultural, educational, news, sports and discussion programs each week. This station operates in the public interest, convenience and necessity. It is mature.

The KRNT news operation is directed by a professional newsman. He directs a staff of eight professional newsmen. The newscasts on this station are now, and have been, among the highest rated in the United States. The people respect KRNT newscasts for their accuracy and objectivity. They like their completeness. KRNT news presentations are adult.

KRNT's professional three-man sports team is headed by a former college and professional athlete known throughout the nation. KRNT programs sports events heavily, and does them professionally.

Music heard on KRNT is selected by a qualified music director, a man of musical knowledge, a professional musical arranger. The music is selected for family appeal. Our musical offerings are always in good taste.

KRNT personalities are erudite, articulate, friendly, alert emcees. They serve as hosts. They are not "disc jockeys". Their bid to fame is not jive talk. They did not get to be favored personalities by flagpole sitting or playing some record over and over for 24 hours. They are constant, useful companions to thousands. They entertain. They inform. They serve the people.

Here is an example. One afternoon recently when a snow storm caused hazardous driving and traffic tie-ups, KRNT threw formats away and reported conditions from all over the area. Four hundred phone calls were handled on a three-hour program. People depend on KRNT . . . KRNT never lets them down. The people who work here take pride in its operation and the people who listen to it respect it.

Because KRNT stands for something, it amounts to something to people. The policies which govern KRNT are well known by the people. There are many products and services we won't advertise. For instance, we don't accept beer or liquor advertising and people know we turn down thousands of dollars from this classification each year. In the last city election, KRNT did not sell political advertising. We gave it away—equitably—to all candidates. In this particularly vital election we figured the public was best served that way. Not all the people agree with the policies which govern our operation but they respect us because they know our principles are not for sale. KRNT is believable.

Character makes a medium believable. To be acted upon advertising has to be believed by the people you want to sell. It makes all the difference in the world who represents your company. KRNT has spent years building strong character in the community. It represents you well. Its reputation for dependability has been firmly established and is jealously guarded.

That's why KRNT is famous for results for advertisers. KRNT is believed *in* by most people. It has character. It stands for good things in the community. It has great acceptability among people in the age of acquisition. It amounts to something to people who amount to something. It is believed by people.

KRNT is a successful commercial station. It carries more local advertising by far than any other station in this six-station market. Most of its business is repeat business. It has an excellent repeat national spot business.

KRNT is a good radio station . . . has exceedingly high ratings, too.

KRNT, Des Moines, Iowa, is represented by a good organization, the Katz Agency, and their office is as near you as your telephone.

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

## DIGEST OF ARTICLES

### All eyes on McCann

- 29** The number one air media agency is in the spotlight because it has come so far so fast, because bigness has not made it immune to the problems of tv show selection and because it is structurally unique

### Programing prestige at spot costs

- 33** For companies which need a vehicle to merchandise around, here's a five-minute show pattern which worked for banks, utilities, movers

### Piggy-back marketing plus radio launch a new product

- 34** Martinson's introduced its new instant coffee by (1) tying it to their established brands and (2) using unique radio commercials

### 1957 radio set sales biggest since tv era

- 37** Projection of 10-month figures indicates radio set sales last year were biggest since 1948. Probable total is running 16% ahead of '56

### Television results

- 41** These capsule case histories, arranged by categories, provide proof that television can sell virtually any product or service

## FEATURES

- |                                |                                   |
|--------------------------------|-----------------------------------|
| <b>18</b> Agency Ad Libs       | <b>88</b> Sponsor Speaks          |
| <b>26</b> 49th and Madison     | <b>66</b> Spot Buys               |
| <b>69</b> News & Idea Wrap-Up  | <b>88</b> Ten Second Spots        |
| <b>4</b> Newsmaker of the Week | <b>14</b> Timebuyers at Work      |
| <b>68</b> Picture Wrap-Up      | <b>86</b> Tv and Radio Newsmakers |
| <b>64</b> Sponsor Asks         | <b>77</b> Washington Week         |
| <b>80</b> Sponsor Hears        | <b>24</b> Women's Week            |
| <b>9</b> Sponsor-Scope         |                                   |

## In Upcoming Issues

### How clients will pick agencies this year

A record number of account shifts may be coming. How will clients choose new shops? Based on some of the recent agency changes, here's the likely pattern

### All eyes on McCann

The 11 January issue of SPONSOR will conclude the McCann-Erickson story with a report on media department thinking and how commercial ideas are stimulated

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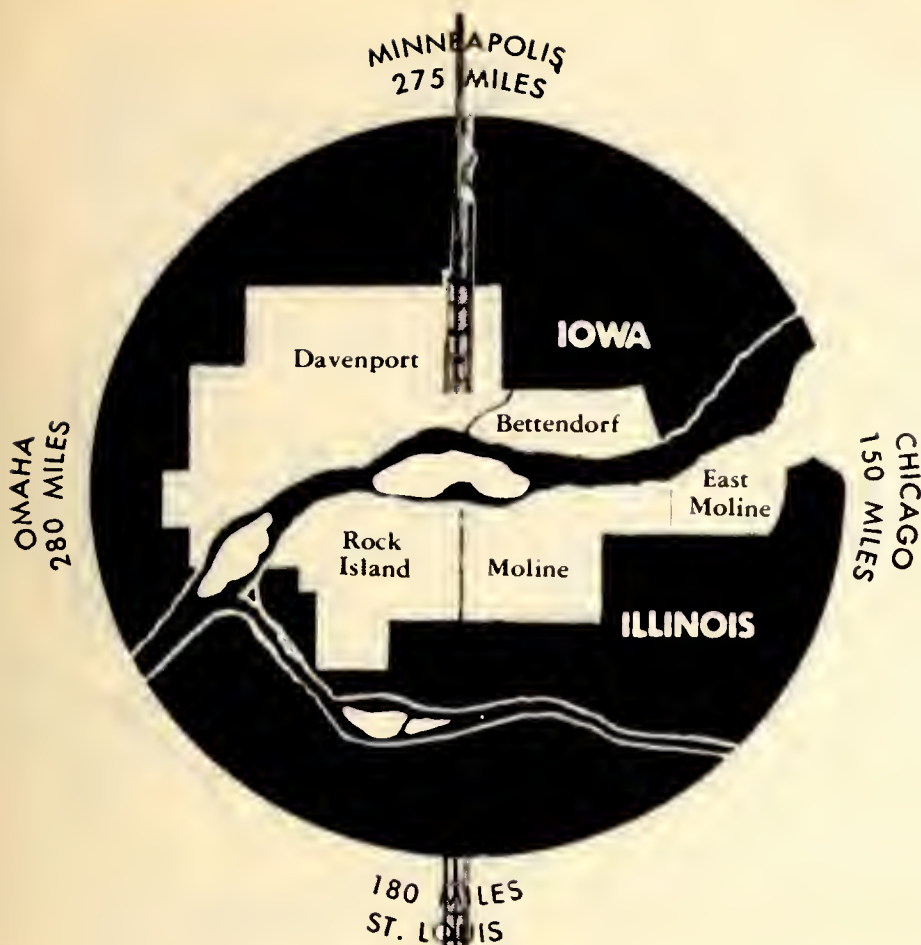


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The WOC-TV tower is 220 feet higher than the tower of neighboring TV station, assuring satisfactory signal throughout this Big Area of 317,902 TV homes. Ask your P.G.W. Man to show you NCS Coverage Report.



WOC-TV • Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO- Radio-Des Moines

The Quint-Cities Station—Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.



# WOC-TV

Covers the Quint-Cities  
Plus 39 Surrounding Iowa  
and Illinois Counties.

Population — 1,583,800\*

Families — 489,700\*

Effective Buying Income —  
\$2,686,413,000\*

\*Source: Sales Management  
"Survey of Buying Power,"  
1957

# WOC-TV

On-the-Air since October, 1949

. . . First in the Quint-Cities

and First in Iowa . . . Serving the

largest market between Chicago

and Omaha . . . between Minneapolis

and St. Louis.

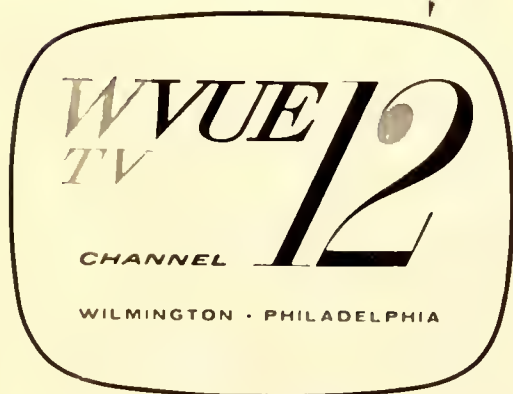
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Res. Mgr.  
Mark Wodlinger,  
Res. Sales Manager  
PETERS, GRIFFIN,  
WOODWARD, INC.  
EXCLUSIVE  
NATIONAL  
REPRESENTATIVE



# new tower new power

**Now 92.6%**

of all the TV homes in the Wilmington-Philadelphia area are within VUE. (Storer Engineering Co. survey, backed by Trendex.)



## NEWSMAKER of the week

*"When Johnny Outler retires, an era retires," a broadcaster recently said of the general manager of WSB, Atlanta. This week Outler retired, was tendered a banquet, heard WSB executive director J. Leonard Reinsch pay tribute to his distinguished service, received a 14-foot cruiser as a gift.*

**The newsmaker:** John M. Outler, fiery champion of everything he believed was right for radio, comes from the distinguished breed of ex-newspapermen turned broadcasters. In his league were the Martin Campbells, George Burbachs, Dean Fetters, Harold Houghs and other graduates of reputable dailies who turned in their copy hooks for microphones, bringing the integrity of American journalism to the new medium of broadcasting.

Outler came to WSB in 1931 as business manager from the paper that spawned the station—*The Atlanta Journal*. He had been on the *Journal* since 1916 except for the years of World War I when he was a First Lieutenant in Field Artillery, seeing service in both the St. Mihiel and Meuse-Argonne offensives with the famed 82nd Division.

Not only was Outler business manager of WSB Radio, but for some years was virtually its only salesman. In those days he was a well-known figure on Madison Avenue. "He was always great company," one veteran adman recalls. "One minute Outler was a warm philosopher, the next a great spinner of yarns with a Southern drawl as wide as Peachtree Street, and the next moment he was in deadly earnest; one thing he never was—a stuffed shirt."



John M. Outler

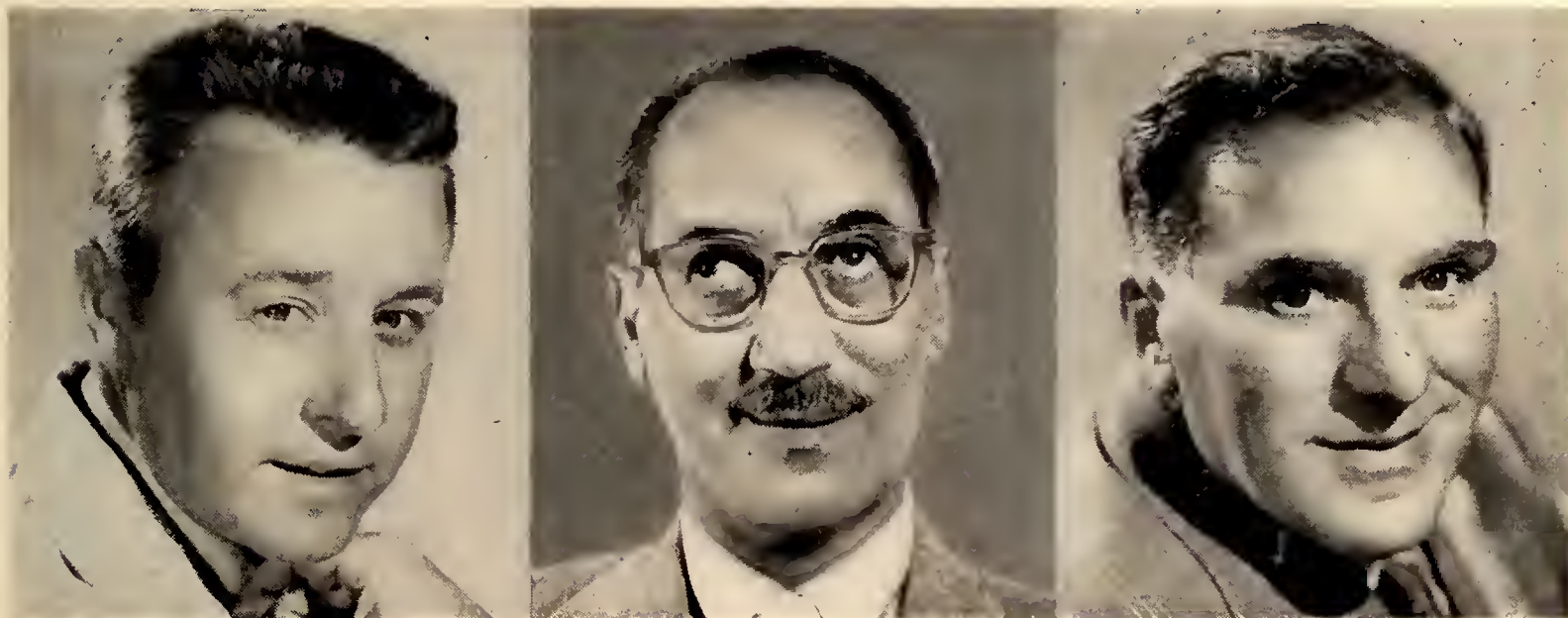
Within the ranks of the broadcasters, Outler never sat back and let things run their course. If something was good for radio, he reasoned, then it was worth taking the stump for. Outler was one of the organizers of the National Association of Broadcasters, serving as chairman of the group's executive committee for one year and as a committee member for three. In 1956-57, he was chairman of the radio board of directors of NARTB. With WSB an NBC affiliate, it followed that Outler serve as a member of the network's stations planning and advisory committee. His reputation as a radio pioneer plus his peppery style of self-expression placed him in demand as a speaker at trade meetings and at clinics conducted by Broadcast Music, Inc. In 1944, he became general manager of WSB Radio, doubling in that assignment in 1948 when tv was added.

WSB continued to expand, outgrowing its studios and offices in Atlanta's Biltmore Hotel, and about a year-and-a-half ago moved into its new \$1 million Southern Colonial-style station.





# PICK YOUR SPOT



## AMONG THE STARS IN WASHINGTON!

During the prime "AA" nighttime hours, when the stars shine brightest, WRC-TV averages a *43% greater share of audience\** than any other station in the Capital! And if you call pronto, WRC-TV will arrange ten-, twenty-, or *the new thirty-second spots* in this prime evening time adjacent to the greatest stars and shows in television.

If you figure lovely ladies attract the customers, set your sights on availabilities flanking programs

such as "The Dinah Shore Show" and "The Gisele MacKenzie Show." Or go Western with a fast-action show like "The Restless Gun." Or use comedy to gladden the hearts of your stubbornest prospects. Pick your spot before or after shows like "The George Gobel Show," "Groucho Marx—You Bet Your Life" and "The Life of Riley." A choice few of these spots among the stars are available *now*. Call WRC-TV or your nearest NBC Spot Sales representative.

# WRC-TV 4

\* ARB—Washington, D. C., Metropolitan Area Report—October 1957.

SOLD BY  
NBC SPOT SALES

WASHINGTON, D. C.



# Mark this market on your list!

## ✓ **CENTRAL and SOUTHERN ALABAMA\***

You reach Central and Southern Alabama — containing *one-third* of Alabama's population and retail sales — only through WSFA-TV. You cannot cover this big, rich market with any other TV station or combination of stations.

Mark Central and Southern Alabama on your list . . . and buy it with WSFA-TV!

\*WSFA-TV's 35 Alabama counties, including 29-county market area defined by Television Magazine 1957 Data Book, plus 6 counties which have proved regular reception. Does not include 3 Georgia and 3 Florida bonus counties.

1,093,100  
population

\$1,062,690,000  
effective buying income

\$741,637,000  
retail sales

\$184,927,000  
food store sales

\$21,859,000  
drug store sales

*Sales Management Survey  
of Buying Power, May 1957*



The **WKY** Television System, Inc.

**WKY** and **WKY-TV** Oklahoma City

**WTVT** Tampa - St. Petersburg

Represented by the Katz Agency





ALABAMA

**WSFA-TV**



**MONTGOMERY**

**Channel 12 NBC/ABC**





**MONEY TO BUY  
YOUR PRODUCT!**

*\$3¾ billion  
retail sales  
in*

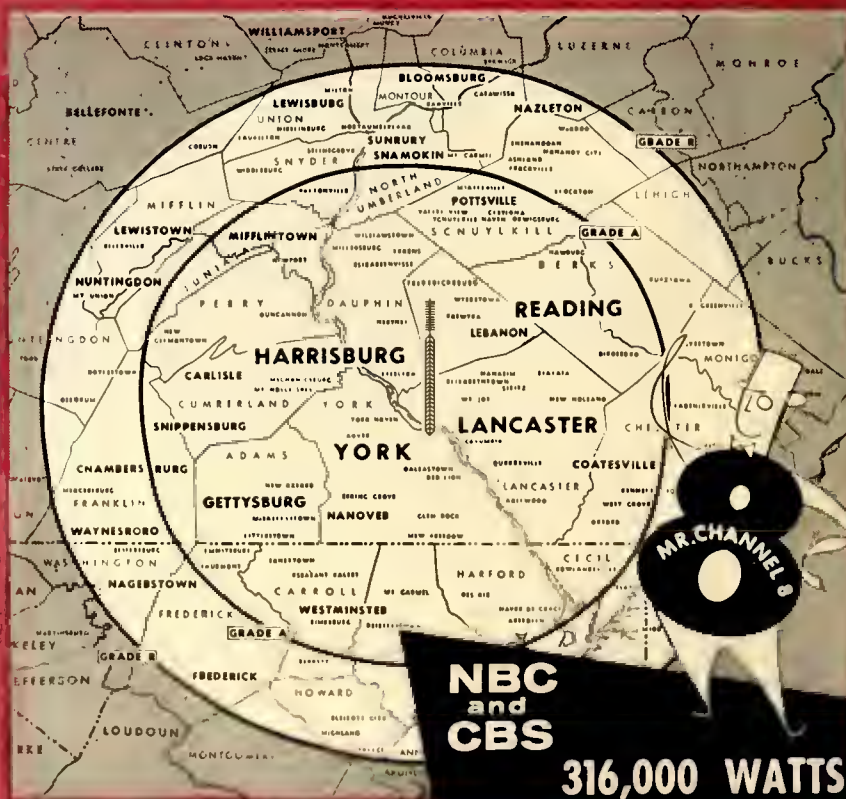
# SELLvania

AMERICA'S 10th TV MARKET

The thriving economy of SELLvania is well-known, as exemplified by its sound, liberal spending. Proof of the unique sales opportunity is

- 3½ million people
- 1,015,655 families
- 917,320 TV sets
- \$6¼ billion annual income

**CHANNEL 8 MULTI-CITY MARKET**



# WGAL-TV

LANCASTER, PA.

**NBC and CBS**

STEINMAN STATION  
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco



# SPONSOR-SCOPE

4 JANUARY, 1958  
Copyright 1958  
SPONSOR PUBLICATIONS INC.

Any appraisal of the air media's 1958 prospects must be hedged by these twin unknowns: The length and depth of the economic dip and the profits squeeze.

Note that carefully as the preface to the following summary of Madison Avenue's expectations for the new year:

- It will be a **mild slump** of six or eight months' duration. But in the interim **much obsolete thinking will be junked**. Advertising funds will be reallocated much more sharply in line with results.
- **The trap that many hasty advertisers may fall into** is to gear his plans for the 1958-59 season to March or April sales reports.
- **Pressure will mount for shorter-term network commitments**. Advertisers will insist that the networks assume greater program risks, and the networks, in turn, will try to pass on this hazard to Hollywood producers. Out of this vicious circle may emerge (a) **more 60- and 90-minute programs**, and (b) an authentic tendency toward Pat Weaver's old magazine concept.
- **The trend toward smaller nighttime commercial units seems certain**, making it attractive for advertisers to spread into several programs and nights of the week. (See item on ABC TV's minute-announcement stratagem on page 11.)
- As network tv becomes more of a buyer's market and "cost efficiency" becomes the No. 1 shibboleth, **daytime tv will sharpen as a basic "meat-and-potatoes" medium**.
- **Hardening of product and services competition will work to the benefit of spot**. The percentage of the advertising dollar is sure to rise in this category. Advertisers will find it increasingly imperative to **concentrate on problem or opportunity markets**.
- **The economic situation favors network radio as well as spot radio—primarily because of the cost factor**. Both should do as well in 1958 as they did in '57.
- **This will be the year of magnetic tape**. For the networks it will have this advantage: Assuring program **schedule regularity** in every section of the country. For those who pay the program bills, a possible headache from a union **jurisdictional battle** may be in the making.
- **The willingness and courage of national advertisers to finance innovations or new types of programing will lessen**. The pressure will heighten on ad managers and agencies to deliver audiences safely. Hence the urge for the tried and true.
- **Agencies will be harder put than ever to participate in every facet of the client's marketing function**. They'll have to become expert in marketing cost analyses to be in a position to defend their proposed strategies.
- In this year of the hard-sell, **advertisers will seek to milk the last ounce of promotion and merchandising out of their air media investments**. The pressure will be on both network and station for more merchandising support.

**The year wound up in a blaze of dollar signs for national spot radio.**

After a mild November, radio activity among the reps last month took on a tempo of such proportions that a December record in new and renewed business seems likely.

Several reps checked by SPONSOR-SCOPE estimated the volume will run 10% to 15% ahead of the December 1956 high.

As you go over your billings outlook, category by category, for 1958 you might find it interesting to know what the top marketing men, who maintain sensitive feelers on how the money will be spent, have to say.

Here's a cross-view of their impressions:

**TOBACCO:** Sales are expected to **zoom** another 5% and the ad budgets will keep pace.

**BEER AND SOFT DRINKS:** Hard liquors will feel something of a sales drought and the advantage will go to the less potent—and cheaper—lines.

**FOODS:** Solid all the way, including the convenience foods, whose habits will be hard to break.

**SOAP:** Sales and ad expenditures will keep **reaching upward**. Women are expected to do more of their own laundering, with **added import for the powder packages**.

**APPLIANCES:** Should be **helped** (sooner or later) by a modest upturn in housing construction.

**AUTOMOTIVE:** Since ad money is allocated according to production, it's all **in the bag for the initial half of the year**. With union negotiations coming up in the summer, there's a shadow of doubt about things after that.

**HIGH-PRICED FASHION ITEMS:** The tidings are not so forte. Money is tight.

**Mutual is going on an FM station building and/or buying spree.**

It's already filed for an FMer in San Francisco and intends buying or asking the FCC for six more.

The aim is two-fold: (1) Owning its own program-carrying service in areas where there's no AT&T service, and (2) **complementing the AT&T service** where no class A lines are available.

Mutual president **Paul Roberts** says he's also convinced there's a big future in FM from a listener point of view.

The matter of establishing a service that would provide information on tv network billings has taken a change in course.

**TvB now has come into the picture thus:**

It is exploring a proposition from **N. C. Rorabaugh** which would (a) make him a sub-contractor in compiling these reports, and (b) put TvB in the role of selling the service.

Meantime, **Robert W. Morris**, president of BAR, which is proceeding to turn out this information in conjunction with LNA, has approached TvB on a proposal of its own.

Morris told SPONSOR this week that BAR, as the clearing house for these data as well as his expenditures-by-brands service, is willing to **charge TvB \$6,000 per annum**. He's asking the same fee from the networks and the top agencies.

The new LNA-BAR tv and radio network service would provide these elements:

(1) Advertiser, (2) Brand or brands, (3) day and time of the program, (4) list of stations used, (5) total dollars gross for time and program, and (6) total dollars expended by individual brands.

**NBC Radio** this week estimated that—if the current pace continues—it will have sold 70% of the available commercial programing in the fore part of 1958.

Here's a comparison of NBC's estimated sales per fixed features with the intake a 100% sellout would bring:

FEATURE	% ANTICIPATED SOLD	SELLOUT VALUE IN MILLIONS
Monitor	80%	\$5.2
News on the Hour	80	4.2
7:30-8 p.m. strip	80	4.0
Niteline	50	6.0
Morning dramatic strip	75	8.0
Afternoon programs	65	8.0
TOTAL	71.5%	\$35.4



The cold remedies continue to pour profits heightened by the Asian flu epidemic into the air media, slugging away while the market is hot.

Bufferin (Bristol-Myers) this week followed up Anacin's (Whitehall) heavy minute-announcement spread among ABC TV nighttime programs with a similar buy which encompasses a minute each on O.S.S. and Scotland Yard and two minutes a week in the John Daly news strip.

Since the sale of minute announcements in ABC TV nighttime properties shows signs of developing into a trend, SPONSOR-SCOPE herewith lists the information that the networks is making available to agencies on these shows:

PROGRAM	*PRICE PER MIN.	CLEARANCE	% TV HOMES
Country Music Jubilee	\$10,500	107 stations	75%
John Daly News	7,000	45 stations	60
Navy Log	28,397	110 stations	90
O.S.S.	14,000	60 stations	80
Sugarfoot	32,260	114 stations	90
Scotland Yard	14,660	67 stations	76
West Point	12,000	82 stations	85

\*Time and program costs.

Latest proof of tv as a powerhouse medium: A third of all nighttime network shows (31 to be exact) reach at least 25 million viewers.

This estimate, worked up by NBC TV this week, is based on the December ARB.

Contrast that 31 with a year ago. The figure then was 23.

NBC TV's analysis of this ARB report also indicated that:

Of the shows pitted against one another, these deliver over 25 million viewers apiece: **Maverick, Ed Sullivan, and Steve Allen; GE Theatre and the Chevrolet Show; Perry Mason and People Are Funny.**

Another pertinent observation from the same source deals with a comparison of average evening tv homes and average ratings for all network programs. The breakdown, based on the second November NRI:

NOVEMBER 1955	NOVEMBER 1956	NOVEMBER 1957
20.9; 6,195,000	21.0; 7,195,000	21.4; 8,293,000

Note: As of 1 December, the population was around 170 million; tv homes numbered 41,200,000.

ABC TV this week did some processing of the Nielsen 2 November report and came up with this finding: Whatever homes ABC TV does deliver are homes delivered at a much lower cost per thousand homes per commercial minutes than last year.

Here's a comparison of that cost between years and comparative networks:

NETWORK	1956	1957
ABC TV	\$3.47	\$3.06
CBS TV	2.66	3.00
NBC TV	3.73	3.54

Note: These CPMHPCMs are based on the average half hour from 9:30 p.m. to 10:30 p.m. and net time and talent costs.

These net time and talent costs per average half hour are compared this way:

NETWORK	1956	1957
ABC TV	\$51,323	\$64,393
CBS TV	79,481	90,107
NBC TV	86,136	99,197

CBS TV sales promotion's latest boast is that the network is still tops in the total highest-rated daytime quarter-hours.

The breakdown (spanning 10 a.m. to 5 p.m. weekdays) as based on the December Trendex: CBS TV, 14; NBC TV, 8; and ABC TV, 4.

Sellers of radio can gain a surer footing in their search for new business if they know some of the questions that clients are asking their agencies.

**Here's the type of information sponsors are seeking:**

**RESEARCH:** What's the **out-of-home listening count**? What's the commercial **cut-off point in saturation schedules**—when does my schedule reach the point of diminishing returns? Under what circumstances should a **local personality or e.t.'s** be used for my commercials?

**COPYWRITING:** Are the copywriters well versed in the effective use of **sound** as well as **jingles**? What ideas have they got in new sounds for casual, or **background**, listening?

**PROMOTION:** What are the radio people doing to regain space in the columns and infuse a **sense of glamor** into the medium? What are the **merchandising opportunities** offered by the suggested schedule? Will it create enthusiasm and **excitement** among my **dealers and salesmen**?

**AGENCY PERSONNEL:** Are you developing trained **experts** who know the business of radio in all its aspects? Are they people who do not feel that they have been nudged into a dead end, but rather see a tremendous **opportunity and challenge** in the medium?

**What do reps consider the topmost problem facing them in 1958?**

SPONSOR-SCOPE asked some of the leaders in the field, and their responses can be capsuled thus:

- Assume a **sharper concern over the incursion of the networks into spot** and do something constructive about it.
- Recognize that the **tv networks, in particular, are as much competition to tv spot as any other medium**, including Sunday supplements and magazines.
- Set up a **rep-and-station-controlled organization** that would provide through research, success stories, and other data to promote not only the effectiveness of spot but also its advantages when compared to other media.

**McCann-Erickson may find itself in the film selling business this year.**

The corporation's Hollywood subsidiary, **McGowan Productions**, has just completed a **pilot of Snowfire**, and the plans are (1) to offer the series to a McCann-Erickson client, and (2) if there are no takers there to sell the show to somebody else.

**A cogent reason why some sponsors buy into network programs that offer huge audiences as against shows that top the competition:**

These advertisers have learned that **if they're looking for relief, it's easier for the network to get a replacement.**

There's always somebody in the wings—who thinks more in terms of millions of viewers than actual ratings—ready to spell them.

**Two NBC TV programs in that category are Perry Como and Steve Allen.**

Among the advertisers who have found it easy to get tickets-of-leave because of this circumstance are **American Dairy, Pharmacrast, Timex, and Polaroid.**

**Sales are picking up on participations in ABN's live daytime programing.**

In addition to buys by Lever and the Florida Realty Bureau, there's in the offing an order for five announcements a week from Gillette-Toni in behalf of the company's new cold remedy, **Thoroxon.**

**For other news coverage in this issue,** see Newsmaker of the Week, page 4; Spot Buys, page 66; News and Idea Wrap-Up, page 69; Washington Week, page 77; SPONSOR Hears, page 80; and Tv and Radio Newsmakers, page 86.



**GOOD  
WAY  
TO  
TELL  
A  
STORY**

**GOOD  
WAY  
TO  
MAKE  
IT  
STICK**

For really fast response, do what Bufferin does. Give your commercial more "go" by converting the message to print—in TV GUIDE. There, in black-and-white or color, 5.3 million families can see it, dwell on it, seven days a week. You'll be making those precious TV seconds work overtime... you'll be building a stronger impression for sales! Ask your TV GUIDE representative.



"7-Day Showcase" For Your Product





On the hour . . .

## Southern California Plays KBIG'S "MYSTERY SOUND" Game



**EVEN IN THE SPUTNIK AGE** the copybook maxim holds . . . *to move goods, you must first move people.*

**KBIG'S "MYSTERY SOUND"** contests are moving Southern California radio listeners by the thousands this winter.

**27,359 SUBMITTED ENTRIES** in the first six contests (October-December)



based on hand-cuffs clicking, a stick rubbed along a fence, a rock crusher crushing, Angel's Flight funicular railway funicularing, and a camel saying whatever it is camels say.



**"MYSTERY SOUND" GIVES A** light lift to all, plus prizes to the first fifteen correct answerers

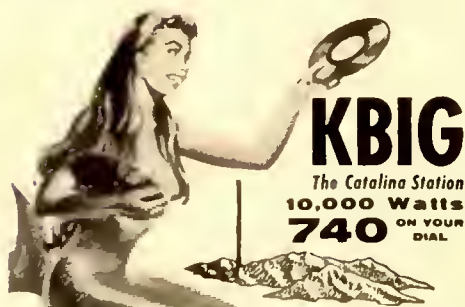
(vacation trips, appliances, perfume, dining and dancing at glamor spots).

**LIKE ALL KBIG ADULT-**

appeal programming of memory music and "just enough" news, "Mystery Sound" is low-pressure, easy-going, friendly—and fun. BUT . . . like KBIG commercials, it moves Southern California to action!



Your KBIG or Weed contact would like to show you a new geographical mail breakdown based on contest mail.



**JOHN POOLE BROADCASTING CO.**  
6540 Sunset Blvd., Los Angeles 28, California  
Telephone: HOLlywood 3-3205  
Nat. Rep. **WEED and Company**

# Timebuyers at work

**Nina Flinn**, Fuller & Smith & Ross, Inc., New York, is enthusiastic about the expanding role of the timebuyer in agencies today. "More and more agencies are giving the timebuyer broadened responsibilities," Nina says, "realizing the importance of the buying relationship to the over-all campaign. In the last few years, in many large as well as small agencies, the scope of the timebuyer has been extended considerably beyond perfunctory requesting availabilities, figuring frequency discounts, and computing cost-per-1,000's. In these agencies the timebuyer has been elevated from slide-rule statistician to creative buyer. The account group and media directors often utilize his experience, judgment and knowledge of the many facets of the broadcast industry in coordinating media plans with copy psychology and marketing patterns. But most important of all has been the new objectivity with which he buys. No longer does he see his schedule as a group of separate entities. His purchases are integrated with total advertising aims; the result is creative as well as efficient spot."



**Alice Ross**, Heinman, Kleinfeld, Shaw & Joseph, Inc., New York, reports that "once upon a time a timebuyer opened a New Year's bottle and out floated a genie. 'I'll grant you three wishes, Class 'A'; or six wishes Class 'C',' the genie said. 'In Class 'A,' I can give you such wishes as 90% rate discounts, I.D.'s that run a minute, and rates and schedules that never change. In Class 'C,' I have such knickknacks as a rep in a gray inflammable suit who literally burns when you cancel a schedule, a timebuyer who loves broadcast so much she won't read coverage maps because they're printed, and a station manager in the 956th ranking market singing 'Time On My Hands' on a minute e.t. in 16 different languages including Sanscrit." The buyer chose three



from Class "A" and the genie executed his magic with flashing lights and thunder that resembled Frankenstein placing schedules. Seconds later, the wish confirmations came through with ringing bells—which turned out to be an alarm clock, and our buyer woke up. "Oh well," he said with resignation, "another day, another holler."

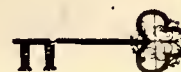




you need the personal touch to sell in Milwaukee

'Tis not only what you say . . . but how you say it in this business. That's why we insist that, when you send us live copy . . . our disc jockeys deliver a LIVE live announcement! It's an INTEGRATED commercial, too . . . as much a part of the show as Perry Como or Frank Sinatra . . . and it's the word of a fellow that Milwaukee listeners enjoy. Yes, by design on WEMP, your copy gets the interpretation necessary to effectively sell the market!

**WEMP**  
5000 watt power at 1250 k.c.



#### KEY ENTERTAINMENT STATION

**BIG 7 RADIO PERSONALITIES:**  
Records round the clock . . .  
24 hours a day, seven  
days a week . . .

**SPORTS:** Live Play-by-play  
Milwaukee Braves Baseball;  
U. of Wisconsin Football and  
Basketball; special sports events,  
11 sportcasts daily.

**32 NEWSCASTS DAILY:**  
Gathered and edited by 6-man  
WEMP news department from  
UP news wire, UP sports wire,  
2 mobile units, special state  
correspondents, U. S. Weather  
wire, Police and Fire Dept. radio,  
regular daily telephone contacts.

represented wherever you live by Headley-Reed

# 'use' books

## FROM SPONSOR SERVICES



**T.V. RADIO DIRECTORY  
FREE**



**ACCOUNT EXECUTIVE**

*"Hate to cut out of the meeting, fellows, but I'm lunching with the client."*

**JARO HESS CARTOONS  
SET OF 5 (9" X 12" PRINTS) \$4.00**

1958

buyers' guide

### PIN POINT POWER GETS BEST RESULTS

Pin Point Power is a point-to-point, tailor-made to blanket...  
...with no waste coverage...  
...delivers...  
...than any competitor. That's why we have...  
...advertisers as my competitor. That's why we're sure...  
...highest sales "bull's eye" for you, too.

\* cumulative Palm Audience Survey

Buy **WITH**  
CONFIDENCE

Select Station Representatives in New York, Philadelphia, Baltimore, Washington, Toronto & Co., in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

**BUYERS' GUIDE  
\$1.00 PER COPY**



Information packed "use" books that should be on every air executive's desk and a series of famous Jaro Hess Cartoons to dress up any office—yours for the asking or buying.

Each book serves a particular function in the broadcast field.

Standards of the industry, they supply varied data on TV & Radio Stations, on programing & markets all over America for agencies and advertisers.

Others supply facts on agencies & personnel. All are catalogued for easy references and have proved to be vital tools for admen & broadcasters everywhere.

Order the ones you need today.

SPONSOR'S  
**TIME-BUYERS OF THE U.S./1958**

TWO DOLLARS A COPY

**All-Media  
Evaluation Study**

**TIME BUYERS  
OF THE U.S.  
\$2.00 PER COPY**

**SPONSOR'S 11TH ANNUAL TV/RADIO BASICS**

- section 1 TELEVISION: status report in question-and-answer form. 16
- section 2 FILM: status report on film programming and commercials. 81
- section 3 TV BASICS: tv's dimensions and trends shown in charts. 88
- section 4 FILM BASICS: includes full list of tv spot film's clients. 111
- section 5 COLOR BASICS: color equipment status of tv stations. 133
- section 6 RADIO: status report includes spot and network radio. 138
- section 7 RADIO BASICS: growth, audience trends in chart form. 176
- section 8 INDUSTRY BASICS: refresher course on radio-tv ABC's. 223
- section 9 TIMEBUYERS OF U.S.: buyers listed with their accounts. 248

Where there's a Storz station... there's an audience

In each of these major markets more radios are tuned to the Storz Station than to any other.

Most of these major markets more radios are tuned to the Storz Station than to any other.

THE STORZ STATIONS



TELEVISION



DICTIONARY/HANDBOOK



FOR SPONSORS

**ALL-MEDIA STUDY  
\$4.00 PER COPY**

**TV DICTIONARY  
\$1.00 PER COPY**

QUANTITY PRICES ON REQUEST

**TV/RADIO BASICS  
\$1.00 PER COPY**

**SPONSOR SERVICES**

40 E 49 STREET, NEW YORK 17, N. Y.

Please send me the following book(s)

TOTAL

- NO ☐ TV-RADIO DIRECTORY ..... FREE
- NO ☐ JARO HESS CARTOON SETS ..... at \$4.00 per set
- NO ☐ BUYERS' GUIDE ..... at \$1.00 each
- NO ☐ TV RADIO BASICS ..... at \$1.00 each
- NO ☐ TV DICTIONARY ..... at \$1.00 each
- NO ☐ ALL MEDIA STUDY ..... at \$4.00 each
- NO ☐ TIME-BUYERS OF U.S. .... at \$2.00 each

NAME .....

COMPANY .....

ADDRESS .....

CITY ..... STATE .....

enclosed find check

bill me later



## Agency ad libs

### In CENTRAL WASHINGTON we're moving a Bumper Crop of Apples to the National Market

This means an extremely vigorous agricultural economy added to our year round industrial activity.

5000 W **KPQ** 560 KC  
WENATCHEE WASH.

is right smack dab in the middle of this farm and industrial area, separated from Seattle and Spokane by MOUNTAINS and MILES. Better earmark some of your ad budget for the agricultural heart of the Pacific Northwest with KPQ, Wenatchee. Selected programs from 3 nets, plus local programs, news, and seasonal sports.

National Reps:  
**Forjoe & Co., Inc.**  
Seattle & Portland Reps:  
**Art Moore & Assoc.**

National Sales  
**Pat O'Halloran**  
**NORMANDY 3-5121**  
**Wenatchee**

**WE GUARANTEE**  
to outpull all other North  
Central Washington media  
2 to 1

### Beauregard Bream on tv's westerns

Beauregard Bream, executive vice president of the Madison Avenue agency of Snook, Crappie and Bream, Incorporated, was recently interviewed by a man from *Squawk*, one of the newer trade sheets in our fair industry. The reporter seeking information on what the new television year holds in store for a lucky public had, of course, singled out the Delphic oracle of our industry. Since I was privy to Beauregard's remarks (being on a neighboring bar stool), I shall endeavor to reproduce the gist of what The Man said.



"You asked about the Adult Western, suh?," replied Beau.

"What makes this type of Western *adult*—or is that merely a verbal form of whitewash for it?"

"To the contrary, my good man. Adult they are in contrast to the Hopalong of early television. If you compare today's product to that of yesterday, you will see that the relationship of characters in the Adult Western is more believable; the depth of characterization makes the people more believable. Less emphasis is put on the chase and on the gunplay than heretofore—and the *reasons* for it—the *psychological* reasons—are given a probe or two.

"To put it more simply, compare an old Tom Mix feature with 'High Noon' or 'Shane' and you see the difference."

"Well, Mr. Bream, adult or juvenile, where does it all go from here?"

Beauregard drew a deep breath.

"It goes that-a-way, suh," he said cryptically. "It goes on and on. We can expect more rather than fewer. And why?"

"Why, Mr. Bream?" asked the reporter.

"Because every one of them is doing well. Rating-wise, that is. Look at the top 10 in this Nielsen pocketpiece."

Beau reached for his inside pocket and drew forth the good book.

### Four are in top 10

"Four of the top 10—whether you considah total audience or average are cowboy shows. Further, practically every one of the 15-odd programs which carry revolvers are rating extremely well. Why not expect more—especially when you discover that all three networks and a half a dozen packagers are already preparing pilots of this genre?"

"But what about saturation, Mr. Bream?" inquired the inquiring reporter, "won't diminishing returns set in? Hasn't the viewing public had enough?"

"I doubt it," replied the Sage of Madison Avenue. "I recall the same question being asked me when network radio consisted of one crime-show after another. We called it back-to-back programming then. In those days some folks figured all the gunplay would back the listeners right out of the living room. But it didn't work



# **HERE- Take Our PULSE!**



**STRONG  
and STEADY  
24 HOURS  
A DAY**

***The Healthiest Ratings in Omaha...***

## **HOOPER**

Nov.-Dec. 1957  
8 A.M.-10 P.M.  
**43.2 share**

## **PULSE**

Nov. 1957  
8 A.M.-6 P.M.  
**23.0 share**

## **TRENDEX**

Dec. 1957  
8 A.M.-6 P.M.  
**40.8 share**

***All Put KOIL in the Winners' Circle!***

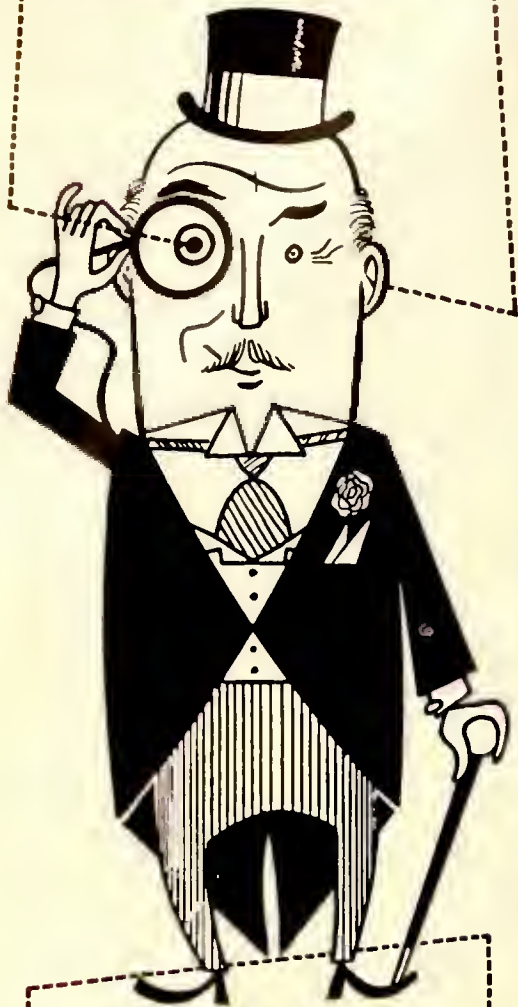
# **KOIL**

**Avery-  
Knodel  
Rep.**

**A Vital Force in Selling Today's Omaha**  
with more than twice as many listeners as any other station



*use*  
**CHANNEL 4-SIGHT**

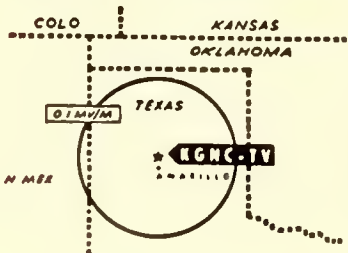


No special "seeing" device is needed to magnify results when you use Channel 4-Sight on the great Golden Spread.

More than 100,000 TV sets in a vastly healthy and wealthy market.

Power: Visual 100 kw  
Aural 50 kw

Antenna Height 833 feet  
above the ground



**KGNC-TV**  
**CHANNEL 4**

AMARILLO,  
TEXAS

CONTACT  
ANY  
KATZ MAN

that way. More and more melodrama kept coming."

"Well, sir," said the reporter, "if there's going to be more before there's less, can you give me your views on just what the big appeal of the adult western is?"

"Be glad to, young man," replied Beauregard Bream as he raised his glass to his lips.

"Right down through American history the hard-riding, firm-jawed, sure-shot of the plains has been our idol. Currier and Ives, printers to the people, knew this and sold millions of just such scenes. I happen to have their 'Plainsman on Buffalo Hunt' in my office, large folio with generous margins. Lovely example of Americana."

**Cowboys in every medium**

"Then take the stereopticon. Hundreds of slides for this device were made of cowboy scenes. And there's the Dime Novel such as Kit Carson; heah too were featured the exploits of range riders. And radio had its Lone Ranger. Along came the movies with a long line of similar yarns starring Tom Mix and Ken Maynard, William S. Hart and Richard Dix, to name a few."

So you see, suh, the Western is as American as corn pone and blackeyed peas. It's escape. It's hero worship. It's a most satisfying form of identification. And in television, by Custer they're a lot easier to do and do well than contemporary melodrama or contemporary comedy. People will believe a lot more in a period piece than they'll swallow in one that's set in their own times. Hence the plotting, casting, direction, sets—all are viewed less critically in a Western of yesteryear than in today's slice of life."

"Am I to take it, Mr. Bream, that you are defending the swing to Westerns and are encouraging it?"

**Follower not a leader**

"I, my young friend, am not a leader but a follower. I merely answered your question and probed the reason for my answer."

"But is it good to have so many? Surely, you must have an opinion?"

"I have opinions, suh, on the use of fuchsia nail enamel, ladies' shoes with pinpoint toes and toothpick heels, the bourbon that's sold up No'th, heah, free verse, abstract art, and the Brooklyn Dodgers' moving to Los Angeles. However, I have learned over the years that my views neither alter nor bolster the prevailing mores and that my expressing them merely antagonizes those who disagree with me. Hence I have decreed that I will go no farther than interpret and predict. I will not pass judgment. Thank you for asking my opinions, however, and a good day to you."

"Good day, Mr. Bream," said the reporter.

**Letters to Bob Foreman are welcome**

*Do you always agree with what Bob Foreman says in Agency ad libs? Both Bob and the editors of SPONSOR will be happy to receive and print your comments. Address them to Bob Foreman, c/o SPONSOR, 40 E. 49th, New York 17, New York*



# T. V. spot editor

*A column sponsored by one of the leading film producers in television*

## SARRA

NEW YORK: 200 EAST 56TH STREET  
CHICAGO: 16 EAST ONTARIO STREET



It's new "Instantized" . . . it's easy to use . . . it's a wholesome product for the entire family. This series of 60-second commercials for Pet Milk dramatizes these three points via live action and animation, with special echo effects. Here expert casting proves once again to be as important as technical skill in creating television that sells. Produced by SARRA for the PET MILK COMPANY through GARDNER ADVERTISING COMPANY.

### SARRA, INC.

New York: 200 East 56th Street  
Chicago: 16 East Ontario Street



This series of 60 and 20-second spots for Brading's Ale puts a man in his element—before a hunting lodge fireplace, in a club locker room or at home working at his hobby—as he relaxes with his favorite ale. A new arrangement of the Brading's Ale jingle, "Man, it's mellow," sparks the script and sells "Canada's First Prize Ale." Produced by SARRA for BRADING DIVISION, THE CARLING BREWERIES LTD. through THE F. H. HAYHURST CO. LIMITED.

### SARRA, INC.

New York: 200 East 56th Street  
Chicago: 16 East Ontario Street



"Flavor so deep . . . you can *feel* it" is hammered home (with a velvet glove) in these 60, 20 and 8-second Salada Tea spots. This theme, plus Sarra's forthright handling of simple, everyday situations, gives the series unusual sales impact. The excellence of Salada Tea is proven in an extreme close up live action shot of the tearing open of an actual tea bag to illustrate the selling point of "no tea dust—no twigs—only costlier, hand-picked tea leaves." Produced by SARRA for SALADA-SHIRRIFF-HORSEY INC. through SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

### SARRA, INC.

New York: 200 East 56th Street  
Chicago: 16 East Ontario Street



VIDE-O-RIGINAL is a quality-controlled motion picture duplicate, made exclusively by Sarra as an additional service to Sarra clients. Produced in Sarra's own photographic laboratory, a VIDE-O-RIGINAL protects your TV commercial investment. No matter how many you order, each print has all the spark of a Sarra original because it's custom made for maximum fidelity on the home TV screen.

### SARRA, INC.

New York: 200 East 56th Street  
Chicago: 16 East Ontario Street





## MILK

Strike which would cut off New York's milk supply is covered by exclusive interviews with adamant labor and management officials.



## MODERN

Jazz as explained by high priest of the cool sect, Dave Brubeck. Other music luminaries interviewed: Horne, Handy and Lombardo.



## MISSING

A Long Island family laments the loss of its pet penguin. "This Is New York" helps find her. Reward: pet penguin bites announcer Dugan.



## MARILYN

More talked about than talk, she gives rare, on-air appraisal of Actors' Studio, her cooking and ambition to play role of Grushenka.

# "THIS IS NEW YORK"



GLAD TO GIVE YOU  
A FEW MINUTES OF  
TIME, MRS. WORTH



YOU, MR. RAPP!  
...INTERESTING...  
...AMUSEMENT IS  
TO SUCH A VAST  
...CE!



## MARY

Capp talks about the lampooning  
"I'll Abner," by rival comic "Mary  
Wh." Capp counterattacks, pic-  
ture little lady as "Mrs. Worm."

COURTESY OF NEW YORK POST



## MOTORMAN

On-the-spot coverage of Bronx  
subway crash, including tapes  
of emergency amputation allowing  
motorman to be freed from his cab.



## MEYNER

On day of his re-election as New  
Jersey Governor he tells "This Is New  
York" he is "pleased, not surprised"  
by his nationally-significant victory.



## MAGAZINES

A five-report series on Cheesecake  
magazines. Hugh Hefner says his  
"Playgirls" are average young la-  
dies, flattered to pose "au naturel."

# ON WCBS RADIO

MONDAY THRU  
FRIDAY  
9:30 - 10:30 PM

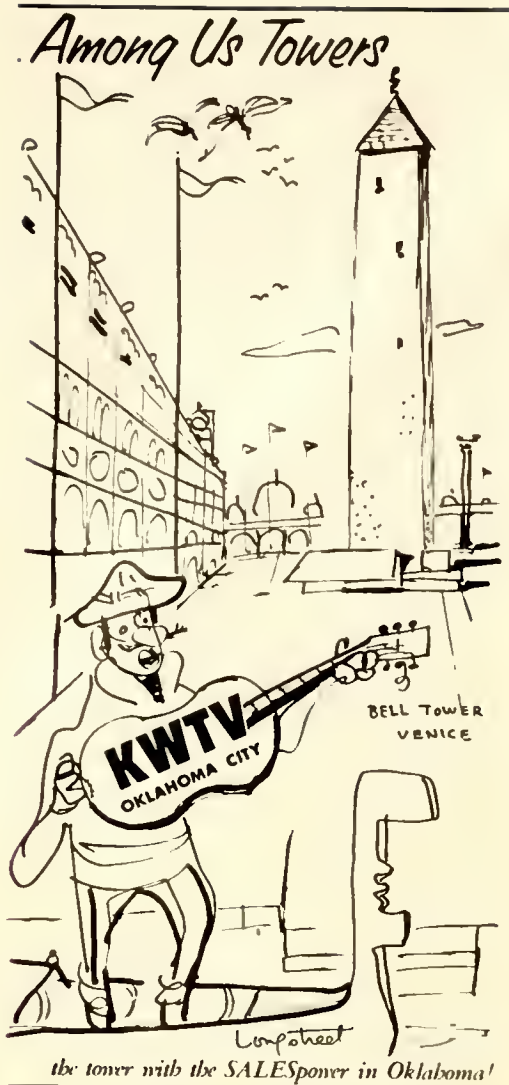


*Reporters Jim McKay and Dave Dugan attack New York's news  
stories with vigor and excitement. They can do the same for your sales stories.*

*When they do, you'll get audience attention, faith and response.*

Represented by CBS Radio Spot Sales





## Women's week

**What's it like being a Russian housewife?** Just ask Helen Hall, president of the New York AWRT, reporter for NBC's *Monitor* and currently lecturer on life behind the Iron Curtain. Helen's broadcast work has taken her just about everywhere, including a three-week trip to Russia.

Here's what she found out about tv, perfumes and consumer habits in Russia:

1. Tv and radio sets are priced relatively low because they're so vital for spreading political indoctrination. Technically, she found tv on a good level. "Programing, however, is what we'd consider too 'egghead,'" she told SPONSOR. "They telecast entire ballets and dramas and educational lectures. Their hours of telecasting are much fewer than ours."

2. If you're buying perfume in the Soviet Union, you have a choice of such sexy scents as "Red Star," "Red Flower," "Kremlin," and prior to de-Stalinization, "Breath of Stalin's Daughter."

3. Russian women continue to be badly dressed according to Western standards. Helen attended the Kremlin reception for the Prince of Cambodia, found most women dressed in broad-shouldered, wide-lapelled suits or in dresses vaguely comparable to U. S. styles in 1940.

**Women "buy" educational tv:** And this includes the housewife as well as the career woman. One of the programs that has recently aroused considerable attention by its record is WCBS-TV's *Sunrise Semester*, a series of daily half-hour, college-level literature lectures. Despite the fact that it's scheduled virtually at dawn (6:30 to 7:00 a.m.) this program attracts a vast audience if one is to judge by the sale of books discussed on the show.

"Many people are starved for this type of educational programing," Y&R's tv-radio v.p., Bob Mountain, told SPONSOR. "My wife hasn't missed a lecture in weeks, despite the early hour of the show."

And, in the same vein, the topic chose for discussion at the New York AWRT luncheon meeting at Toots Shor 22 January is "Educational tv can be fun."

**New Year's Resolutions:** It's usually easier to make them for someone else. SPONSOR made the rounds among execs and asked them to come up with ideas (See also SPONSOR, 28 December).

Reggie Schuebel, media director of Guild, Bascom & Bonfigli, has come up with a few that she feels "the other guy should find easy to keep; but I hope he'll think better of it":

"The networks might resolve to show more Westerns next year and produce no more live shows.

"Tv packagers can resolve to keep up costs and price advertisers out of television.

"For clients: 'We resolve to insist on slide-rule buying because the ratings the thing and there's no need for timebuyers.'"



# YOUNG & RUBICAM, <sup>INC.</sup>

## *Advertising*

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES • HOLLYWOOD • MONTREAL • TORONTO  
LONDON • MEXICO CITY • FRANKFURT • SAN JUAN • CARACAS



## Low-Cost TV

The thing to remember about TV costs is: it's not necessarily the cost-per-minute that counts. It's the cost-per-sale. Television may be costly. But it need not be expensive—if you've got good commercials.



# "KOBY, Naturally, Mr. Hooper!" in San Francisco



## Pulse Agrees - KOBY No. 1 Station 6 am to midnight!

When the facts are bared — Hooper, Pulse, and Nielsen agree KOBY is the dominant first in America's sixth largest market! For example, September-October Pulse shows a 16.2 overall average share . . . nearly 20% higher than the number-two station. Top this off with KOBY's audience Composition Percentage in San Francisco-Oakland of 81% adult listeners, average 6 am to midnight. No wonder KOBY turns over products . . . not audience!

**KOBY** 10,000 watts • full time  
San Francisco is KOBYland!

SEE PETRY FOR KOBY San Francisco  
and KOSI, Denver's No. 1 overall  
station 6 am to 6 pm

MID-AMERICA BROADCASTING CO.



# 49th and Madison

### Total merchandising

Our compliments to SPONSOR for its trenchant presentation of the Nationwide/Mama story ("Are Your Salesmen Audience Builders?" 7 December, 1957).

In fact—we think it's such a complete reporting job that our client has asked us to order 6,000 reprints of this article for immediate distribution to their audience building salesmen.

As you see, we not only make the most of every merchandising possibility—by the station, by the advertiser, by his salesmen—we even go further: even articles about merchandising become effective merchandisers.

William Pitts,  
vice president,  
Ben Sackheim, Inc., New York

### B & M case history

Search as I will, I can't find the case history on those B and M Beans. Do you suppose your office could send us tearsheets? Many thanks!

M. M. Winthrop  
Tech Agency, Inc.,  
Detroit, Mich.

● The B & M series which actually traced the case-by-case sales of a newly advertised grocery product in the Green Bay area, ran between July 1955 and July 1956.

### Marketing series

Would it be at all possible for you to send four more copies of your articles on the marketing revolution and its effect on ad agency functions that were printed in your fine magazine?

The copies are earmarked by now and when we want to refer to it, it seems someone else is reading it.

L. D. Garrett  
Advertising Department  
Stokely-Van Camp, Inc.  
Frozen Food Division

● These articles are available in reprint form for subscribers on request.

### Santa's depth probe

A high toss of my Adam for your Santa piece in the December 21 issue ("Santa on a hot tin depth probe"). It was a priceless gem—worthy of putting on as a skit at some organization's



Christmas Party next year. Maybe, even, a tv show with the right format.

Especially hilarious was the cartoon which did a figurative strip-tease on Mr. Claus.

Come through with more of this kind of writing—and who'll need tranquilizers?

Harry Chapperon  
Director of Public Relations  
Emil Mogul Inc., New York

Congratulations on placing Santa Claus into the glass menagerie of MR. Very clever piece of writing!

A. J. Alexander  
Zachary and Liss, New York

**"Strictly by the numbers"**

Thanks a lot for your permission to use the SPONSOR playlet "Strictly by the Numbers" on the *Bill Vernon Hour* over WBAI-FM, New York, last Friday night.

A salesman with us for five years, Bill Vernon decided to celebrate his anniversary by producing his own half-hour, live show with music, skits and parodies on our industry. And "Strictly by the Numbers" was a natural for lampoonery use. Your man Bill Miksch did a great humor job in this piece, and we had as much fun putting it on the air as listeners did hearing it.

Hank Sylvern gave us the appropriate musical background for the trials and tribulations of timebuyer Estrelita Kumquat, Hornbill Harumph, ad director for Little Charmer Cobra Flutes, and Marv Distelfink, account executive at Finn & Haddie agency.

Incidentally, I understand there's been a run on cobras at the Madison Square Pet Shop as the result of the charm conveyed by Charlie, the borscht-eating cobra in "Strictly by the Numbers."

Martin Katz  
director, sales development  
Blair Tv

P.S. There's been some question as to why Bill, a tv time salesman, used the fm radio medium. Bill says "tv audiences are too big."

• Both playlets referred to in the letters above are by SPONSOR's William Miksch. Reprints of "Strictly by the Numbers" are available on request.

...in Rochester, N. Y.

## IT \* FIGURES



**15 OF THE TOP 17  
TV PROGRAMS IN  
ROCHESTER ARE ON  
CHANNEL 10!**



**OUT OF A TOTAL 459  
COMPETITIVE  
QUARTER-HOURS ...  
CHANNEL 10 RATES  
280 FIRSTS AND  
1 TIE FOR FIRST!**



**OUT OF 168  
COMPETITIVE QUARTER-  
HOURS (NIGHTTIME)  
CHANNEL 10 RATES  
125 FIRSTS!**



**OUT OF 290  
COMPETITIVE QUARTER-  
HOURS (DAYTIME)  
CHANNEL 10  
RATES 155 FIRSTS  
AND 1 TIE FOR FIRST!**

\* ROCHESTER METROPOLITAN AREA  
TELEPULSE OCTOBER 1957

NATIONAL REPRESENTATIVES:

THE BOLLING CO. (WVET-TV)  
EVERETT MCKINNEY (WHEC-TV)

In Rochester, N. Y.  
**IT ALL  
ADDS UP TO**





## "Miamiage"

*Beware the siren call of outmoded figures;  
the new WQAM has 38.1% of the daytime radio audience*

Any data or impressions about Miami should carry a date, pre- or post-WQAM. The New WQAM went on the air little over a year ago, with a unique showmanship-and-precision blend which has produced dramatic and consistent audience dominance.

Today Hooper, Trendex and Pulse all show WQAM first by big margins. And so does a recent Southern Florida Area Pulse, accounting for 31.5% of the state's population.

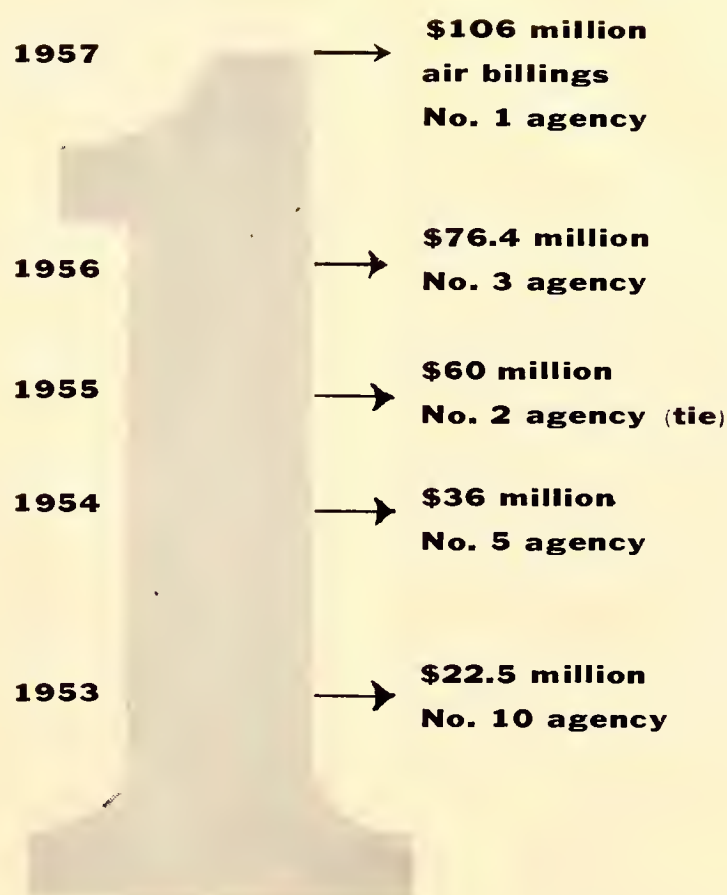
Talk to Blair or WQAM General Manager Jack Sandler.

**WQAM** covering all of Southern Florida with 5,000 watts on 560 kc . . . and radio #1 in **Miami**

**STORZ**  
**STATIONS**  
TODAY'S RADIO FOR TODAY'S SELLING  
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

**WDGY** Minneapolis St. Paul  
REPRESENTED BY JOHN BLAIR & CO.  
**WHB** Kansas City  
REPRESENTED BY JOHN BLAIR & CO.  
**WTIX** New Orleans  
REPRESENTED BY ADAM YOUNG INC.  
**WQAM** Miami  
REPRESENTED BY JOHN BLAIR & CO.





## ALL EYES ON McCANN

McCann-Erickson's drive has made it top air agency and an attention-getter in the business. Because of the nature of its growth, it is the subject of more than usual scrutiny

**T**here is probably no greater target for comment—good and bad—than success, and there is probably no better example of that truism these days than McCann-Erickson. The agency is the cynosure of attention on several counts.

- It was, in 1957, the largest buyer of tv and radio time and talent in the U.S.—and probably the world.

- It appears hell-bent on becoming the biggest income-producing advertising agency in the business and, in the

process of trying to pass J. Walter Thompson, has been converting itself into a company in which the standard advertising functions are supplemented by a host of other communication services.

- If it is not the most fascinating agency around it is certainly the most revolutionary with satellite functions popping out like so many buds and an organizational setup that awes outsiders and sometimes confuses its own people.

- It has latched on to the marketing revolution with a surpassing air of confidence that impresses clients and led one ad executive to remark (half in envy) that "McCann-Erickson acts as if it invented marketing."

- It is the target of a rash of rumors about the imminent loss of such-and-such an important account. Hints about Coca-Cola going elsewhere arise with a regularity that suggests an automated rumor machine at work.

- Its network television activities



## McCANN'S *air decision makers include:* Marion Harper . . .

undergo what McCann-Erickson people feel is an inordinate amount of outside attention. McCann's bold programing decisions for Chesterfield and the early-season troubles resulting therefrom were particularly apt grist for outside observers. And the shifts in top tv-radio personnel recently did little to stop wagging tongues.

McCann sits more or less quietly under the spotlight, shrugging off the attention as the price of being a leader. This leadership has been particularly obvious in the case of recent tv-radio use and particularly significant in that McCann has historically ranked low in air billings.

It is notable that of the top five ranking agencies in air billings during 1957, the agency was low man as recently as 1953. During that year McCann ranked 10th with \$22.5 million. The following year, SPONSOR figures show, it leaped to 5th place with \$36 million, and in 1957 reached the No. 1 spot with \$106 million, which represents about 50% of McCann's domestic ad billings. The money is spent for such clients as Liggett & Myers, Bulova, Westinghouse, Swift, Esso, Coca-Cola, Nabisco, Mennen and others.

A number of factors account for McCann's surge to top position in air usage. It is obvious, for one, that McCann believes in the potency of tv. Of the \$106 million air total, fully 85% was spent in the video medium.

McCann's young (41) president Marion Harper Jr. put it this way: "We have great confidence in the medium. In no way does it scare us. We don't tremble. And we have sophisticated clients." This was said during a discussion on the perils of net tv.

It is also obvious that McCann's clients have confidence in the way the agency manipulates the various elements that go to make successful television. A prime example of this is the use of tv to put over the "Forward Look" for Chrysler. It seems pretty well agreed at McCann that Chrysler's relatively new corporate image of a *big and lusty* company turning out cars of *modern* design was molded more firmly by network tv than any other medium.

While McCann's growth in air billings were no doubt helped by (1) the growth of McCann itself, (2) the growth of advertising and (3) the growth of business (in that order), McCann has sought to instill in its clients its own confidence in tv's impact. In many cases, of course, that confidence is already there. There is no better example than Chesterfield. The tobacco firms are traditionally heavy air users and McCann's 1956 coup in winning Chesterfield's billings had not a little to do with its bigger barrel of tv money in 1957.

The driving force behind McCann's growing tv orientation comes from the agency's top account management

*McCann-Erickson's president says of tv: "We have great confidence in the medium. In no way does it scare us. We don't tremble. And we have sophisticated clients. . . . Now that the network tv audience is divided by three rather than two, the old definitions of safety and security don't apply. . . . We encourage people here to accept creative responsibility and they do so."*

—Harper, Executive Vice President Robert E. Healy and C. Terence Clyne, the agency's top tv-radio executive (who was recently named to corporate headquarters with international tv-radio added to his responsibilities). All home office decisions involving the use of network tv (\$63 million went into the medium via McCann in 1957) are either initiated or reviewed by the trio. All network shows must be approved at this level. Harper, for example, rides herd on Chrysler, Healy supervises Coca-Cola while Clyne is the top management man for Chesterfield.

There are, no doubt, a complex of reasons for the air-mindedness of McCann's top management but in the case of Clyne it is not necessary to look beyond his position. Harper, who spent a good part of his agency life in research and dislikes generalizing about media, is particularly impressed, however, by the many marketing oppor-



McCann's top tv-radio man in the U.S. and abroad has this to say of the agency: "McCann has strong leadership backed by a bright, aggressive team. Thoroughness is one of its strong points. . . . Network tv will eventually have to sell more participations. The law of dollars is pushing us toward this. . . . I think some way can be worked out to buy films for 13-week periods."



Newly-added to the corporate staff to work on overall tv-radio strategy, MacAvity notes: "I find the agency tremendously well-organized and integrated. . . . There doesn't seem to be much reason for program costs to go up much higher and the same is true of talent. . . . We can expect many more specials in 1958 because of how well the good ones have paid off."

. . . . Terence Clyne . . . . . George Haight . . . . . Thomas MacAvity



Says the tv-radio chief of the home office: "The days of hunches are gone. There used to be a time when you saw four or five pilots and then—boom! Now, a lot of preparation and market planning is necessary. . . . Hits challenge any medium—51 Broadway shows last season, 10 were judged hits. . . . We're producing more entertainment than the movie studios."



tunities offered by tv. Healy was a former Colgate executive and, as one McCann executive put it, "Radio and tv were basic to his way of living."

McCann's decision-making in network tv has undergone some intense outside scrutiny in the wake of the buys for Chesterfield of Frank Sinatra, Eddie Fisher and *Club Oasis*. The purchases illuminate a number of facets about McCann's thinking, operations and the pitfalls of creative programming and advertising.

The first facet that struck the business was that McCann bought three untried musical shows, all involving vocalists, for Chesterfield and Liggett & Myers' new menthol brand, Oasis. That all were vocalist-fronted shows is not, in itself, startling. A number of cigarette companies have been identified with singers. And, of course, it wasn't too long ago when Chesterfield and Perry Como were associated.

Considerable market as well as motivational research was used as a basis of decision. What it came down to was McCann's recommendation that the cigarettes be sold through personalities.

"We felt singers offered the best opportunities," Clyne told SPONSOR. "We wanted top singers, like Dean Martin, Eddie Fisher and Sinatra. The association, the endorsements, the personalizing on tv is, we feel, better selling. It's better to have Eddie Fisher holding a cigarette than an impersonal film anthology which might reach more people."

*Club Oasis* came about partly through a research study on night clubs McCann did about a year ago. People were asked what club they would most like to visit (the Stork Club—which most people thought had entertainment—by a wide margin), whether they had gone to night clubs,

whether they knew what the inside of a night club looked like, etc. The survey indicated that night clubs are associated with glamor and that people would like to see top stars in a night club setting.

With L&M filters using *Dragnet* and *Gunsmoke*, two former Chesterfield shows, McCann is undertaking, via Sinatra and Fisher, to establish fresh associations for Chesterfield, which, like many old-line cigarettes, has seen better days. It wanted the name talked about. It felt that viewers watching a musical show would be attentive. In *Club Oasis*, of course, McCann has a rare opportunity to create awareness for a new brand name. Through switching headliners on the show, McCann also gets, or feels it gets, audience turnover. Just how much turnover is not certain at present but McCann research people are looking  
(Article continues next page)





**"Egghead sessions"** to mull over key advertising problems and future trends are indicative of McCann-Erickson's constant probing. Home office group above, led by George Haight, regularly discusses tv's role in marketing. Left to right are Albert Sherer, director, Marketing Communications Workshop; William Dekker, director of media department; Mary Harris, programing supervisor; James Harvey, creative group head; Haight; James Gillis, account service supervisor; Neil Tardio, secretary to group (called Project #9); Robert Coen, research director for media; Lansing Lindquist, associate director of tv-radio program services. Among the subjects discussed are the number of stations in 10 years, the future role of the networks and the role of the advertising agencies in program packaging

into the question now carefully.

That the three shows didn't exactly set tv on fire is common knowledge. The latest Nielsens at presstime (second November) show the following: Sinatra, 11.5 average audience, 13.2 total audience; *Club Oasis*, 17.1 and 19.6; Fisher, 17.6 and 22.8. It is interesting to note, however, that the 20 December Trendex revealed the Sinatra show beating the competition handily, a coup that was undoubtedly aided by the appearance of Bing Crosby. Furthermore Trendex ratings for 10 weeks showed *Club Oasis* topping Lawrence Welk and Gale Storm and averaging five points higher than Polly

Bergen in the same time period. The Nielsen rating for Fisher, it should be pointed out was earned against the first Lowell Thomas show of the season on CBS. In addition, on 24 December, Fisher made a strong Trendex showing against *Sugarfoot*, getting a 15 to the latter's 14.8 and was only behind *Wyatt Earp* by .8 of a rating point. On CBS Phil Silvers and Eve Arden averaged only a 9.4 against Fisher.

Would it have been better to buy into established shows? Talking about network tv in general, Harper gave one indirect answer to this question. "Now that the network tv audience is divided by three rather than two the old

definitions of safety and security don't apply," he said. Other McCann executives, such as Clyne and Tom MacAvity (recently added to the corporate staff as an aide to Clyne), stressed the disappearance of the franchise and the way unexpected competition can upset even the long-running programs. "What would Como do opposite *Maverick*?" MacAvity asked.

Even more important is the firm insistence at McCann that tv be tailored to fit the marketing problem. George Haight, who recently took over the top tv-radio program spot in the home office when Clyne moved over to corporate headquarters, brought up these criteria: "Does an existing show meet the product's needs? Does it provide the right kind of identification? Does it provide identification at all? In a co-sponsored show, is the other sponsor compatible? Is the show on the way up or the way down?"

(Please turn to page 74)



# PROGRAMING PRESTIGE . . .

## FOR THE COST OF ANNOUNCEMENTS

**C**an a local radio advertiser buy the prestige of program sponsorship for little more than announcement costs?

Wells Fargo Bank in San Francisco discovered in 1954 that it could, and since then a host of other banks, insurance companies, and even a West Coast mover, have followed suit.

How? By sponsoring a daily, five-minute show of distinction. The show in this particular case is *Point of Law*, a unique presentation of bona fide court cases and their decisions.

Based on readily available, free material—lawsuits documented in lawbooks and case records—the program works like this: facts of the lawsuit are presented by narrator Jack Moyles, then the arguments of both attorneys in the case are presented. A commercial follows, and then the real court's decision is revealed to the listener—with an explanation of the court's reasoning.

*Point of Law's* first audition tape was presented by writer-lawyer Michael Lipman to Arthur Hull Hayes, then general manager of KCBS, San Francisco, and now president of CBS Radio network, and Jules Bundes, recently promoted from KCBS general manager to administrative vice president of CBS Radio. That was in April 1954.

In quick succession, Byron Nelson, now San Francisco manager of CBS Radio Spot Sales, sold the show to Wells Fargo; it hit the air and attained almost immediate advertising success for the bank.

Costs: \$394.50 per week net before agency commission.

When a booklet dealing with the subject of wills and executors was offered by Wells Fargo, hundreds of replies were received. Educators in the San Francisco bay area asked for reprints of scripts to use in courses on government, civics and sociology. And new customers for savings accounts, safe deposit boxes and other banking services reported they came to Wells Fargo as the result of hearing about


Looking for a show you can sponsor at a cost that's  
painless? Why not try capsule radio programing  
that capitalizes on readily available, free material?

the bank services on *Point of Law*.

Wells Fargo's success with the show is today being repeated by several other firms as the result of show syndication through Wayne Steffner Productions in Hollywood.

Banks from Shreveport, La., to Utica, N. Y., and Coral Gables, Fla., are today sponsoring the program. But they're not the only ones. Some of the non-financial sponsors include

moving and storage companies, appliance firms, B. F. Goodrich stores, even General Motors' Delco division.

Many of these sponsors enjoy endorsement of their program from local bar associations. Over 60 state, city and county lawyers' organizations have given unqualified support to *Point of Law*—and permit the use of their names on the air as endorsements for this unique capsule program. 

**Literary law** is studied by Michael Lipman and wife Clayre, preparatory to writing a script for *Point of Law*. Scripts are documented from actual court records





Espresso introductory pack tied the new product to its established predecessor



## PIGGY BACK MARKETING AND

Martinson's added a new product—espresso—to its Jomar

Instant coffee line. (1) Well-established Jomar carried the new item to the market place; (2) a unique radio commercial sold Americans; (3) foreign language radio reached the Latins

**"C**an a new product ride 'piggy-back' to market supremacy on the reputation of an established brand?"

Executives at Martinson's Coffee Inc., New York, asked themselves that question twice in the past four years. Both times they combined clever radio advertising and unusual marketing tactics and found the answer for them was "yes."

Martinson's is a 57-year-old premium coffee brand with primary distribution in the metropolitan New York area market and in New England. The product also is sold as a specialty item in at least one outlet in every fair-sized U. S. city, with heaviest sales tallied in these areas: Philadelphia, Wilmington, Washington, Miami, Palm Beach and Beverly Hills.

Since 1953 the company has added two new products: Jomar Instant Coffee and, about two months ago, Jomar Instant Espresso. In both instances radio and "piggy-back" marketing provided these results:

- Jomar Instant today is the leading regional instant coffee brand in the New York metropolitan area, beating out such big-name brands as Beech-Nut and Chase & Sanborn. Sales have

tripled in the past three years.

- Though it's still too early to judge Jomar Instant Espresso success accurately, here's an indication of its future: The company sold four times as many of its introductory, special-offer packs as anticipated. And more could have been sold, according to Martinson's Edward Down, vice president in charge of grocery sales. "The offer was so successful we had to put our stores on an allotment basis," he told SPONSOR.

- Distribution stands at 100% for Jomar Instant in New York area supermarket chains; it's running about 75% for the espresso.

**Martinson's profile:** Ever since the late Joseph Martinson Sr. started his coffee firm at the turn of the century, the product has been sold as a premium item—at a price higher than the competitors'. Today Martinson's coffee costs about \$1.12 a pound; others run about \$1.04.

At first, it was marketed only to class New York restaurants. The picture changed in 1927 when American Can Co. introduced its vacuum-pack process. The new can guaranteed fresh-

ness in the consumer stores that Martinson felt was impossible to maintain with paper bags.

"The Rolls-Royce of coffees" became Martinson's tag shortly after store introduction. Martinson promoted this line by supplying his retail sales force with Rolls-Royce automobiles for use when calling on customers.

The existence of definite regional tastes in coffee has been the restricting factor in Martinson's marketing picture, as it is with a score of other coffee producers throughout the country. Dave North, Martinson's advertising director, told SPONSOR, "As you go further west the tastes are for weaker blends with shorter roasting periods. Chicago represents about the 'middle' ground in U.S. coffee tastes. Our biggest successes outside New York are in areas where you find transplanted New Yorkers, such as Miami, Palm Beach and Beverly Hills."

This regional coffee taste factor makes it possible for Martinson's to beat national manufacturers in its home territory, however. Martinson's now ranks third in the metropolitan New York market, along with Chock Full O' Nuts, another regional premi-



## ed Your Coffee Delivered in Rolls-Royce

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(Mirror Photo)  
How's this for Puttin' on the Ritz? New York will be treated to

Rolls Royce trucks promoted Martinson's quality in 1920's

Early autogyro put Martinson's name in the sky during 1931



# RADIO LAUNCH A NEW PRODUCT

**Jomar planners** (l. to r.) Jerome S. Neuman, president of Martinson's; Ruth Branch, tv/radio department manager at Al Paul Lefton; Robert Misch, Martinson's account supervisor at Lefton; David North, company advertising director, and J. B. Martinson, Jr., board chairman





## Pearl Bailey, sexy musical beat, and clever lyrics spice commercial

um brand. Maxwell House and Savarin rank first and second respectively.

**The Jomar era:** Because of its quality connotation, Martinson's was somewhat reluctant to enter into the instant coffee market. "Let's face it, instant is not the same as a regular, high-grade coffee," says Joseph Martinson, Jr., present chairman of the board. "We believe, however, that it has a place—on the shelf as a regular adjunct to coffee," he told SPONSOR.

How did Martinson's introduce Jomar? "We did two things," says advertising director North. "We capitalized on the quality name of Martinson's and we used a soft-sell campaign, as opposed to the hard-sell used by

other instant coffee producers."

These same precepts held for Martinson's present campaign to introduce Jomar Instant Espresso.

"We tied the unknown to the known," says Bob Misch, account supervisor at Al Paul Lefton agency. How? "With a special-offer campaign that gave a free jar of Jomar Instant Espresso for every jar of regular Jomar Instant bought. People knew Jomar already and were more than willing to try the espresso, knowing that the regular Jomar Instant alone was worth the purchase price of both. We were selling value, but there's no such thing as value if you don't know the product," says Misch.

This introductory method also gave

the grocers a no-risk sales setting. "He knew the two-in-one packages (see cut) would move because of the Jomar name," North told SPONSOR.

"Repeat orders for the instant espresso started coming in from grocers as soon as the one-month, special offer ended. This is the true test of a new product—shelf-movement after the special offer is over," Martinson's ad director said.

**Radio's role:** Martinson's largest single advertising expenditure is in radio; about \$180,000 of its \$420,000 annual ad budget. The remaining \$240,000 is split evenly three ways for (1) newspapers and magazines, (2) outdoor, and (3) co-op advertising, merchandising aids and a unique community relations program.

"It's only natural that we rely heavily on radio for our Martinson's and Jomar advertising—we have a long history in the medium," adman Misch stated. "We were one of the first sponsors of Gabriel Heatter way back when radio was just starting to roll," he told SPONSOR.

Today, Martinson's uses radio in the New York metropolitan area for all three of its products. Radio is also used to advertise the regular vacuum-pack coffee and Jomar Instant in these cities: Syracuse, Albany-Schenectady-Troy area, Hartford, Pittsburgh and Miami.

In recent years, Martinson's radio commercials have shown a highly distinctive touch, epitomized now with a unique Pearl Bailey pitch for instant espresso.

This languorous lady of lyric uses the same singing style in the new commercial as she does in her recordings. The sales message, created by George Nelson Productions, of Schenectady, N. Y., is particularly reminiscent of a style Miss Bailey set in her famed rendition of "Tired."

She is preceded by an announcer stating, "Ladies and Gentlemen, direct from Cafe Espresso, a happy crowd enjoys the music of Pearl Bailey." Background voices provide an authentic-sounding cafe setting.

The lyrics, backed up with a sexy musical beat, sell the ease of instant espresso: "you'd like some coffee, some after-dinner coffee, espresso coffee—but you don' wanna drag out that big ol' machine that makes it and mess aroun' and fuss aroun' and fool aroun' (Please turn to page 82)



**Cupping** procedure uses revolving table with bean samples and their respective cups of coffee. Taster checks each cup and narrows down selection to determine Martinson's bean purchase



**Sexy-voiced** Pearl Bailey sings lyrics in the unique Jomar Instant espresso radio commercial. Prime copy point: easy preparation of the new product



# BIGGEST SET SALES SINCE TV

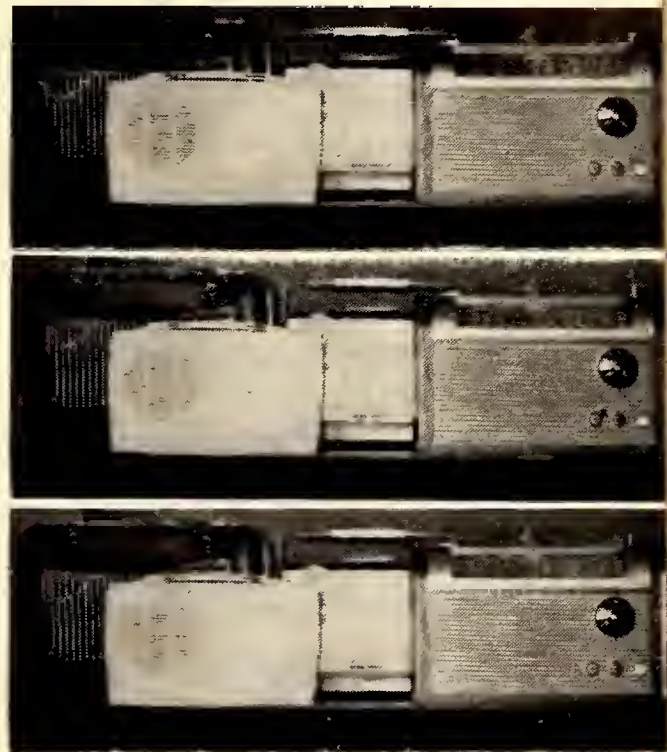
Not since 1948 has there been a radio set sales year like this one with approximately 15.5 million sold

In the set sales department, 1957 should mark radio's biggest year since television came on the scene. On the basis of sales, both home and auto, in the first 10 months of this year, the chances are that at this moment about 15.5 million sets have been sold.

Here is how SPONSOR projects this estimate: The first 10 months of 1956 saw 5.9 million home sets and 3.6 million car sets sold for a total of more than 9.5 million. (See Sales Index table below for exact figures.) This year's comparable 10-month period

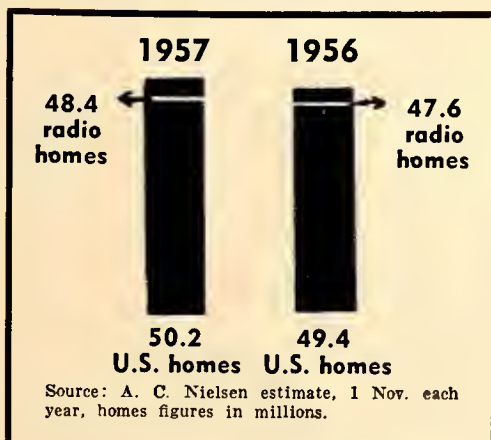
found sales of about 6.7 million home radios and 4.4 million auto sets totaling over 11.1 million, an increase of about 16% over last year. If the same rate of increase has persisted during the last two months—and it is reasonable to suppose that it has—then this has been the best year since 1948.

In that year, when tv had barely cut its baby teeth, radio sales reached about 17 million. Since 1920, when commercial broadcasting was authorized, industry estimates place total radio set sales at close to 270 million. ♦



## 1. RADIO'S DIMENSIONS TODAY

Radio homes index



Radio station index

End of November 1957				
	Stations on air	CPs not on air	New station requests	New station* bids in hearing
Am	3180	109	374	116
Fm	537	51	32	9
End of November 1956				
Am	2954	121	288	114
Fm	515	22	7	0

Source: FCC monthly reports, commercial stations. \*September each year.

Radio set index

Set location	1957	1956
Home	90,000,000	82,000,000
Auto	35,000,000	32,000,000
Public places	10,000,000*	10,000,000
<b>Total</b>	<b>135,000,000</b>	<b>124,000,000</b>

Source: RAB, 1 January 1956, 1 July 1957, sets in working order. \*No new information.

Radio set sales index

Type	Oct. 1957	Oct. 1956	Ten Months 1957	Ten Months 1956
Home	923,849	585,666	6,764,221	5,990,718
Auto	522,746	547,818	4,362,091	3,607,911
<b>Total</b>	<b>1,446,595</b>	<b>1,133,484</b>	<b>11,126,312</b>	<b>9,598,629</b>

Source: Electronic Industries Assn. (formerly RETMA). Home figures are retail sales, auto figures are factory production.



## 2. NETWORK TIME PURCHASES FALL 15.4 %

Network radio sales, in terms of program time, dropped 15.4% for the current week compared with four weeks ago, according to SPONSOR. Sales figures in business indicator at right are taken from the complete current list of network radio clients below as well as the previous list run in the last issue of Radio Basics. For purposes of comparability, 6-second and 8-second commercials are considered as 30 seconds of program time while 20-second and 30-second commercials are considered two minutes of program time. In the list below, covering week beginning 4 January, minute commercials sold as such are figured as five minutes of program time.

### NETWORK BUSINESS INDICATOR

Program Hours Sponsored		
Week beginning		Hours
4 Jan.		111.9
7 Dec.		132.3

### ABN

**AFL-CIO:** institutional; *Ed. P. Morgan*; M-F; 75 min.; *J. W. Vandercook*; M-F; 25 min.  
**American Bird Food Mfg. Co.:** *Breakfast Club*; W; 5 min.  
**Assemblies of God:** religious; *Revivaltime*; Su; 30 min.  
**Bankers Life:** White Cross Hospital Plan; *Paul Harvey*; Su; 15 min.  
**Beatrice Foods:** LaChoy; *Breakfast Club*; Th; 5 min.  
**Bristol-Myers:** Bufferin; *Breakfast Club*; M,W,F; 15 min.  
**Buitoni Foods:** Spaghetti; *Breakfast Club*; F; 5 min.  
**Campana Sales:** Ayds, Italian Balm; *Breakfast Club*; F; 5 min.  
**Duffy-Mott:** Sunsweet prunes, juice; *Breakfast Club*; Tu,F; 10 min.  
**General Foods:** Calumet; *Breakfast Club*; M; 5 min.; Post Cereals; *Breakfast Club*; M-F; 25 min.  
**General Motors:** Chevrolet; *John Daly News*; M-F; 50 min.  
**Gospel Broadcasting:** *Old Fashioned Revival Hour*; Su; 60 min.  
**Billy Graham:** religious; *Hour of Decision*; Su; 30 min.  
**Highland Church of Christ:** religious; *Herald of Truth*; Su; 30 min.  
**Krechmer Corp.:** wheat germ; *Breakfast Club*; Tu; 5 min.  
**KVP Co.:** freezer wrap, shelving paper; *Breakfast Club*; F; 5 min.  
**Midas Muffler:** auto mufflers; *Weekday Newscasts*; M-F; 25 min.  
**Milner Products:** Perma Starch, Pine-Sol; *Breakfast Club*; W,Th; 10 min.  
**National Brands, div. of Sterling Drug:** Dr. Caldwell's; *Sunshine Boys*; M-F; 25 min.  
**Oral Roberts Evangelistic Assn.:** religious; *Oral Roberts' Broadcasts*; Su; 30 min.  
**Plough, Inc.:** Musterole, St. Josephs Aspirin, others; *Newscasts*; M-F; 45 min.  
**Radio Bible Class:** religious; *Radio Bible Class*; Su; 60 min.  
**R. J. Reynolds:** Winston; *Weekday Newscasts*; M-F; 25 min.; *Weekend Newscasts*; Sa,Su; 90 min.  
**Rust Craft Publishing Co.:** greeting cards; *Breakfast Club*; W; 5 min.

**Sandura Company:** floor covering; *Breakfast Club*; Th; 5 min.  
**Sleep-Eze:** sleeping tablets; *Breakfast Club*; M,F; 10 min.  
**Texas Company:** gasoline & motor oil; *Metropolitan Opera*; Sa; 210 min.  
**Voice of Prophecy:** institutional; *Voice of Prophecy*; Su; 30 min.  
**Dr. Thomas Wyatt:** institutional; *Wings of Healing*; Su; 30 min.

### CBS

**Aero Mayflower:** *George Herman—News*; M-Sa; 30 min.; *Eric Sevareid—News*; M-Sa; 30 min.  
**American Bird Food:** *Houseparty*; Th; 7½ min.  
**American Home Foods:** Chef Boy-ar-dee pizza pie; *Arthur Godfrey*; Th; 15 min.; *Robt. Q. Lewis*; Sa; 5 min.  
**Angostura-Wupperman:** *Arthur Godfrey*; F; 10 min.  
**Armour:** *Arthur Godfrey*; Th, & 4th F; 30 min.  
**Bristol Myers:** *Arthur Godfrey*; M,W; 60 min.; *Helen Trent*; 7½ min.; *Ma Perkins*; 7½ min.; *Backstage Wife*; 7½ min.; *Dr. Malone*; 7½ min.  
**Calif. Prune & Apricot Growers Assn.:** *Houseparty*; M,Th; 30 min.  
**Campana Sales:** *Robert Q. Lewis*; Sa; 5 min.  
**Carnation:** *Houseparty*; W; 15 min.  
**Chun King Sales:** *Arthur Godfrey*; W & F, alt. wks.; 15 min.  
**Clairol:** *Galen Drake*; Sa; 5 min.  
**Colgate-Palmolive:** *Our Gal Sunday*; M-F; 37½ min.; *Backstage Wife*; M-F; 37½ min.; *Strike It Rich*; M-F; 37½ min.; *2nd Mrs. Burton*; M-F; 37½ min.  
**Comstock Foods:** *Robert Q. Lewis*; Sa; 5 min.  
**Curtis Circulation:** *Arthur Godfrey*; Tu; 15 min.  
**Ex-Lax:** *City Hospital*; Sa; 5 min.; *Robert Q. Lewis*; Tu,Th,F; 15 min.; *Suspense*; Su; 5 min.  
**Ford Motor:** Ford div.; *Ford Road Show—Bing Crosby, Rosemary*

NOTE: Data on time purchased refer to weekly brand or advertiser total for each program. Time bought for particular brands is shown where possible. In cases where groups of brands precede a show or group of shows, it was not possible to pinpoint which brands were advertised on each show or on which days of the week the brands were advertised. Except for about half a dozen of their sponsors, brand

information was not available from CBS. List shows complete client roster up to 20 Dec. In NBC list, rot. means commercials are rotated on different days of the week under the web's run-of-schedule plan. All data are in terms of program time, except for MBS and NBC where commercials shorter than a minute are listed separately. On NBC radio, minute commercials are arbitrarily credited as five minutes of program time.



*Clooney*; M-F; 25 min.; Sa; 10 min.; Su; 20 min.; *World News Round Up*; M-F; 25 min.; *Ford Road Show*—Arthur Godfrey; M-F; 125 min.; *Edward R. Murrow*; M-F; 75 min.

**General Foods**; Arthur Godfrey; Tu,Th,F; 15 min.; *Wendy Warren*; Th; 5 min.

**General Motors**; Chevrolet; Allan Jackson—*News*; Sa; 20 min.; *Robert Trout*—*News*; Su,M-F; 50 min.; Delco; Lowell Thomas; M-F; 75 min.

**Grove Labs.**; Johnny Dollar; Su; 5 min.; *FBI in Peace & War*; Su; 5 min.; *Gunsmoke*; Sa,Su; 10 min.; *Sez Who?*; Su; 5 min.; *Mitch Miller*; Su; 10 min.; *Sports Resume*; Sa; 5 min.; *Amos 'n' Andy*; M-F; 25 min.; *Robert Q. Lewis*; M,W,F; 15 min.; *World Tonight*; Tu,Th,F; 15 min.; *Galen Drake*; Sa; 5 min.; *Sports Resume*; Su; 5 min.; *City Hospital*; Sa; 5 min.; *Rusty Draper*; Tu,Th; 10 min.; *Sat. Night Country Style*; Sa; 5 min.; *Suspense*; Su; 5 min.; *World Tonight*; Sa; 5 min.; *World News Roundup*; Su; 5 min.

**Hartz Mountain Prod.**; Arthur Godfrey; Th & F, alt. wks.; 15 min.

**Home Insurance Co.**; Jack Benny; Su; 30 min.

**Hudson Vitamin Products**; Galen Drake; Sa; 5 min.; *Robert Q. Lewis*; Sa; 5 min.

**Johnson & Johnson**; *Amos 'n' Andy*; M,W,F; 15 min.; *Mitch Miller*; Su; 5 min.; *FBI in Peace & War*; Su; 5 min.; *Gunsmoke*; Sa; 5 min.

**Journal of Lifetime Living**; Sidney Walton; Su; 5 min.

**Kitchens of Sara Lee**; Arthur Godfrey; F; 15 min.

**Knouse Foods**; Arthur Godfrey; W; 15 min.

**Lewis Howe**; *Robert Q. Lewis*; Sa; 5 min.

**Libby, McNeil & Libby**; Arthur Godfrey; Tu; 5 min.

**Longines-Wittnauer**; Longines Symphonette; Su; 25 min.

**P. Lorillard**; *Rusty Draper*; F; 5 min.; *Indictment*; Su; 5 min.; *FBI*; Su; 5 min.; *Sports Resume*; Sa,Su; 10 min.; *Mitch Miller*; Su; 5 min.; *Amos 'n' Andy*; Sa; 5 min.; *Johnny Dollar*; Su; 5 min.; *Suspense*; Su; 5 min.; *Wash. Week*; Su; 5 min.; *World Tonight*; F,Sa; 10 min.; *Robt. Q. Lewis*; F,Sa; 10 min.; *Galen Drake*; Sa; 5 min.

**Mentholatum Co.**; Nora Drake; M; 7½ min.; *Road of Life*; M,W,F; 22½ min.; *Backstage Wife*; Tu,Th; 15 min.; *Second Mrs. Burton*; F; 7½ min.

**Miles Labs**; *Wendy Warren*; M-F; 25 min.; *Bill Downs*—*News*; M-F; 25 min.

**Milner Products**; *Robert Q. Lewis*; Sa; 5 min.; *Nora Drake*; 7½ min.; *Ma Perkins*; 7½ min.; *Dr. Malone*; 7½ min.

**Philip Morris**; *Country Music Show*; F,Su; 50 min.

**Peter Paul**; Arthur Godfrey; Tu alt. wk.; 15 min.

**Pfizer**; *Backstage Wife*; 7½ min.; *Our Gal Sunday*; 7½ min.; *Helen Trent*; 7½ min.; *Dr. Malone*; 7½ min.; *Right To Happiness*; 7½ min.

**Pharma-Craft Corp.**; Arthur Godfrey; M, alt. Tu,F; 30 min.; *Helen Trent*; W,F; 15 min.; *Nora Drake*; Tu,W; 15 min.; *Young Dr. Malone*; alt. M; 7½ min.; *Houseparty*; M,F; 15 min.; *Road of Life*; Th; 5 min.; *Second Mrs. Burton*; F; 5 min.

**Plough, Inc.**; St. Joseph aspirin, Musterole; *Robert Q. Lewis*; Tu,Th,Sa; 15 min.

**R. J. Reynolds**; *Phil Rizzuto*—*Sports*; Tu,Th,Sa; 15 min.

**Seeman Bros.**; Arthur Godfrey Time; W; 15 min.

**Singer**; Arthur Godfrey; M & alt F; 22½ min.

**Spring Air**; *Amos 'n' Andy*; 5 min.; *Galen Drake*; 5 min.; *Robert Q. Lewis*; 5 min.

**A. E. Staley**; *Peter Lind Hayes & Mary Healy*; M-F; 50 min.; *Ma Perkins*; M; 7½ min.

**Standard Brands**; Arthur Godfrey; M; 15 min.

**Sterling Drug**; *Gunsmoke*; Su; 5 min.

**Vick Chemical**; *Amos 'n' Andy*; M-Sa; 30 min.; *Robert Q. Lewis*; Th,Sa; 10 min.; *Gunsmoke*; Sa,Su; 15 min.; *Mitch Miller*; Su; 5 min.; *Johnny Dollar*; Su; 10 min.; *Sez Who?*; Su; 5 min.; *Rusty Draper*; M,W; 10 min.; *Indictment*; Su; 5 min.

**Weco Products**; Arthur Godfrey; M; 15 min.

**Wm. Wrigley, Jr.**; *Howard Miller Show*; M-F; 75 min.; *Pat Buttram Show*; M-F; 75 min.

## MBS

**Beltone**; hearing aid; *Gabriel Heatter*—*News*; Th; 5 min.

**Christian Reformed Church**; religious; *Back To God*; Su; 30 min.

**Coca Cola**; Coca Cola; *Eddie Fisher*; Tu,Th; 30 min.

**Colgate-Palmolive**; Instant Shave, After Shave, and other men's toiletries, Brisk toothpaste; *Sportsreel with Bill Stern*; M-F; 50 min.

**Consumer Drug Corp.**; Oragen; *Gabriel Heatter*—*News*; M-F; 25 min.; *John Scott*—*News*; Su; 5 min.

**Dawn Bible Institute**; religious; *Frank and Ernest*; Su; 15 min.; *Datelines and the Bible*; Su; 10 min.

**Dawn Bible Students Assn.**; *Datelines and the Bible*; Su; 10 min.

**Ex-Lax, Inc.**; Ex-Lax; *True Detective Mysteries*; M; 5 min.; *Treasury Agent*; Tu; 5 min.; *Gang Busters*; W; 5 min.; *Secrets of Scotland Yard*; Th; 5 min.; *Counter-Spy*; F; 5 min.; *Gabriel Heatter*; adjacencies; M-F; 11 20-sec.

**First Church of Christ, Scientist**; religious; *How Christian Science Heals*; Su; 15 min.

**Gospel Hour, Inc.**; *The Gospel Hour*; Su; 25 min.

**Billy Graham Evangelical Assn.**; Billy Graham; Su; 30 min.

**Hudson Vitamin Corp.**; vitamins; *Gabriel Heatter*; Su; 5 min.

**Kraft Foods Co.**; All Purpose oil, mustard, Kraft dinner, Miracle Whip, Italian dressing, cheese spreads, Parkay margarine; *Tommy Henrich*—*Sports News*; Sa; 10 min.; *John McLean*—*News*; Sa; 10 min.; *Jaffrey Ford*—*News*; Sa; 5 min.; *Lyle Van*—*News*; Sa; 5 min.; *Cedric Foster*—*News*; M-F; 25 min.; *Steve McCormick*—*News*; M-F; 25 min.; *Robert Hurleigh*—*News*; M-F; 25 min.; *Les Smith*—*News*; M-F; 25 min.; *Frank Singiser*—*News*; M-F; 25 min.; *True Detective Mysteries*; M; 5 min.; *Treasury Agent*; Tu; 5 min.; *Gang Busters*; W; 5 min.; *Secrets of Scotland Yard*; Th; 5 min.; *Counter-Spy*; F; 5 min.

**Lever Brothers**; Pepsodent, Dove; *Frank Singiser*—*News*; M,Tu,Th; 5 min.

**P. Lorillard**; Newport; newscast adjacencies; 24 20-sec.

**Lutheran Laymen's League**; religious; *Lutheran Hour*; Su; 30 min.

**Nylo Net**; *Harry Hennessy*—*News*; M; 25 min.

**Pharmaceuticals**; Serutan and Kreml; *Gabriel Heatter*; Tu,W; 10 min.

**Radio Bible Class**; religious; *Radio Bible Class*; Su; 30 min.

**R. J. Reynolds**; Camels; newscast adjacencies; M-Sa; 14 20-sec.

**Rhodes Pharmacal Co.**; Imdrin; *Gabriel Heatter*—*News*; Tu; 5 min.

**Helaine Seager**; Pink Ice; *True Detective Mysteries*; M; 5 min.; *Treasury Agent*; Tu; 5 min.; *Gang Busters*; W; 5 min.; *Secrets of Scotland Yard*; Th; 5 min.; *Counter-Spy*; F; 5 min.; *Heatter*—*News*; W; 5 min.

**Sleep-Eze Co.**; Sleep-Eze; *Gabriel Heatter*—*News*; Su,F; 10 min.

**Spring Air**; mattress; *Gabriel Heatter*—*News*; F; 5 min.

**Sterling Drug**; National Brands Div.; Fizin analgesic alkalizer; *Gabriel Heatter*; Su; 5 min.; M-F; 25 min.; *John Wingate*; M-F; 25 min.; *Bill Stern's Sports Beat*; Su; 5 min.; *True Detective Mysteries*; M; 5 min.; *Treasury Agent*; Tu; 5 min.; *Gang Busters*; W; 5 min.; *Secrets of Scotland Yard*; Th; 5 min.; *Counter-Spy*; F; 5 min.

**Tint 'n Set**; *Henry Mustin*—*News*; Su; 5 min.; *John Wingate*—*News*; M-F; 25 min.

**Voice of Prophecy**; religious; *Voice of Prophecy*; Su; 30 min.

**Whitehall Pharmacal**; Anacin; *Westbrook Van Voorhis*—*News*; M-F; 75 min.

**Wings of Healing**; religious; *Wings of Healing*; Su; 60 min.

**Word of Life Fellowship**; religious; *Word of Life Hour*; Sa; 30 min.

## NBC

**Allis-Chalmers**; institutional; *Farm & Home Hour*; Sa; 25 min.

**American Motors**; Rambler; *Monitor*; Sa,Su; 55 min.

**Anahist Co.**; Anahist; *Bandstand*; Tu; 5 min.; *One Man's Family*; Tu; 5 min.; *Affairs of Dr. Gentry*; M,W,Th; 15 min.; *Nightline*; Tu,W,Th; 15 min.; *Monitor*; F,Sa; 25 min.



## New Nielsen coverage study for tv, NCS #3, will be out in August 1958

**T**his week A. C. Nielsen v.p. and assistant to the president John Churchill announced Nielsen's plan for a tv coverage study. NCS#3. to be out by late August. In six weeks of pre-announcement selling 90 stations, one network, 35 advertisers, agencies signed. This far outstrips action on NCS#2 in a comparable period, says Churchill.

As a veteran of air media research, John Churchill has become used to being in "the hot seat." In difficult-to-measure tv and radio, every new study is born in a bed of controversy. Judging from NCS#2, the 1958 coverage study will be no exception.

Among the big bones of contention: the charge that NCS data is old before it gets into use because of programming and facilities changes. How does Churchill reply?



John Churchill

"Total homes reached won't change with one or two program switches," he told SPONSOR. "We're measuring the number of families that tune in to a station at least once a week and it doesn't matter to which particular program. Therefore only a radical change in the entire programming character

of a station is likely to affect this figure.

"And facilities changes today tend to improve the picture quality rather than expand the geographic reach of a station."

He adds that NCS#3, based on February, March and April 1958 data, will still be a good guide for buying next fall.

"We don't recommend NCS#3 as a means of projecting individual show ratings," Churchill told SPONSOR. "We feel its primary purposes are (1) as an indicator of a station's reach; (2) as a means of comparing one station's total audience with another's, and (3) as a guide for tailoring tv plans to individual clients' sales, distribution and dealership patterns. If used for these purposes, the data are reliable and accurate."

The forthcoming coverage study is strictly for tv—for the first time in Nielsen history. The reason, according to Churchill: radio listening patterns didn't change sufficiently to warrant another study so soon after NCS#2. ("Besides, the radio industry was not willing to support it financially.")

## NETWORK RADIO CLIENTS continued . . .

**Bell Telephone:** *Telephone Hour*; M; 30 min.

**Billy Graham Evangelistic Assn.:** *Hour of Decision*; Su; 30 min.

**Bristol-Myers:** *Bufferin*; *Hourly News*; M-F; 105 min., 21 30-sec.

**Brown & Williamson:** *Kools*, *Viceroy*; *Hourly News*; M-F; 215 min., 42 30-sec.

**Carter Products:** *Arrid* (20 min.); *Little Liver Pills* (45 min.); *Bandstand*; M,F; 10 min.; *True Confessions*; rot.; 5 min.; *Woman In My House*; rot.; 5 min.; *One Man's Family*; rot.; 5 min.; *Pepper Young's Family*; rot.; 5 min.; *News of The World*; M,W; 10 min.; *Monitor*; Sa; 5 min.

**Dow Chemical:** chemical prod.; *Red Foley Show*; Sa; 25 min.

**Evangelical Foundation:** religion; *Bible Study Hour*; Su; 30 min.

**Ex-Lax:** *Ex-Lax*; *Bandstand*; M,W,Th,F; 2 6-sec., 2 30-sec.; *Pepper Young's Family*; M-W; 5 min., 2 30-sec.; *One Man's Family*; M-Th-F; 10 min., 1 30-sec.; *People Are Funny*; W; 5 min.; *Great Gildersleeve*; Tu; 5 min.; *Life & The World*; Th; 5 min.; *My True Story*; M,W,F; 15 min.

**Foster-Milburn:** Doan's pills; *My True Story*; M; 5 min.; *One Man's Family*; W; 5 min.

**Gillette:** Gillette prods., Paper-Mate, Toni prod.; *Boxing*; F; 25 min.

**Grove Labs:** hair products; *Monitor*; Sa,Su; 50 min.; *Bromo-Quinine*; *My True Story*; Tu,Th; 2 30-sec.; *Bandstand*; M-F; 5 30-sec.; 15 min.; *True Confessions*; Tu,Th; 5 min.; 1 30-sec.; *Affairs of Dr. Gentry*; M,W,F; 5 min.; 2 30-sec.; *5 Star Matinee*; Tu,Th; 5 min.; 1 30-sec.; *Pepper Young's Family*; M,W,F; 5 min.; 2 30-sec.; *One Man's Family*; M,W,F; 10 min.; 1 30-sec.; *Great Gildersleeve*; Tu; 1 30-sec.; *X Minus 1*; Th; 5 min.; *Monitor*; Sa,Su; 3 30-sec.; 10 min.

**Insurance Co. of N. America:** insurance; *Monitor*; Sa,Su; 25 min.

**Lutheran Laymen's League:** religion; *Lutheran Hour*; Su; 30 min.

**Massey-Harris-Ferguson:** farm implements; *Alex Dreier*; Sa; 15 min.

**Morton Salt:** salt; *Alex Dreier—News*; Sa; 5 min.

**Mutual of Omaha:** *On the Line With Considine*; Su; 15 min.

**North American Van Lines:** moving; *Monitor*; Su; 15 min.

**Northeast Airlines:** *Monitor*; Sa,Su; 25 min.

**Pharma-Craft:** Coldene; *News of the World*; M,W,F; 15 min.

**Plough, Inc.:** St. Joseph aspirin, children's aspirin, Dr. Edward's olive tablets, Mexana; *Monitor*; Sa,Su; 55 min.; 9 30-sec.; *My True Story*; M,W,F; 15 min.; *Bandstand*; Tu-F; 20 min.

**Procter & Gamble:** *Gleem*; Various Shows; Su-Sa; 21 30-sec.; 20 6-sec.

**Quaker Oats:** Quaker Oats and Mother's Oats; Various Shows; M-F; 4 30-sec., 2 6-sec.

**Ralston-Purina:** feed division; *Harkness—News*; M-F; 25 min.

**Reader's Digest:** Magazine, Condensed Book Club; *Hourly News*; M-F; 525 min.; 21 30-sec.; *Bandstand*; M,W,Th; 15 min.; *Monitor*; F; 5 min.; *Nightline*; W; 5 min.

**R. J. Reynolds:** Camel; *News of the World*; M-F; 25 min.; Prince Albert; *Grand Ole Opry*; Sa; 30 min.

**Richfield Oil:** oil products; *Richfield Reporter*; Su-F; 90 min.

**Skelly Oil:** oil; *Alex Dreier—News*; M-Sa; 90 min.

**Standard Brands:** Instant Chase & Sanborn; *Bandstand*; M-F; 10 min., 10 30-sec.; *True Confessions*; W,Th,F; 15 min.; *Affairs of Dr. Gentry*; W,F; 10 min.; *Five Star Matinee*; M,Th; 10 min.; Royal Desserts; *Affairs of Dr. Gentry*; 15 min.; *Bandstand*; 5 min.; *Five Star Matinee*; 5 min.; *Pepper Young*; 10 min.; *True Confessions*; 15 min.; Various Shows; 10 30-sec.

**Sun Oil:** oil; *Three Star Extra*; M-F; 75 min.

**Swift & Co.:** Allsweet marg.; *True Confessions*; Th,F; 1 30-sec., 5 min.; *My True Story*; W-F; 1 30-sec., 10 min.; *Bandstand*; Tu-F; 4 30-sec., 10 min.; *Affairs of Dr. Gentry*; F; 5 min.; *Five Star Matinee*; W,F; 1 30-sec., 5 min.; *Woman In My House*; Th,F; 10 min.

**Vick Chemical Co.:** Vaporub; various programs; Tu-Sa; 30 6-sec.

**Voice of Prophecy:** religion; *Voice of Prophecy*; Su; 30 min.

**Waverly Fabrics:** *Monitor* Sa,Su; 100 min.

**Whitehall Pharmacal Co.:** Anacin; *Bandstand*; M,T,Th; 15 min.; *True Confessions*; M,W,F; 15 min.; *Affairs of Dr. Gentry*; M,W; 10 min.; *Five Star Matinee*; M,W,F; 15 min.; *Woman In My House*; Tu,Th,F; 15 min.; *Nightline*; Tu,W,Th; 15 min.; *Monitor*; F,Sa; 5 min., 1 6-sec.





An annual **SPONSOR** section

# TV RESULTS

Want proof that tv can sell virtually anything? Then turn to the capsule case histories on these pages, covering a wide range of products as well as services



## Automotives

### AUTOS/CADILLAC-OLDSMOBILE

SPONSOR: Riverside Motors

AGENCY: Direct

**Capsule case history:** Joe Levino, who owns Riverdale Motors, a Cadillac-Oldsmobile agency in Goshen, Ind., a city of 10,000, admits he could scarcely exist without the extended marketing range tv gives him: Southbend, Elkhart and southwestern Michigan. Ad budget: 80% on WSJV-TV; the balance on the local newspaper. In three years on tv, business has increased 60%. Riverside sponsors a 90-minute feature film on Thursday evenings at 10 on a seasonal basis, but Joe notes that due to tv's heavy impact, the volume of inquiries doesn't diminish during the 13-week hiatuses. In a picturesque slightly Continental accent, Joe delivers strictly ad lib commercials; audiences look forward to his messages as avidly as they do to big-name local talent. Says Joe of tv: "Recently, with two programs, I sold \$150,000 worth of cars."

WSJV-TV, South Bend-Elkhart, Ind.

PURCHASE: Warner Bros. Presents

### TRACTORS/FORD

SPONSOR: Ford Tractor

AGENCY: Dennis, Parsons & Cook

**Capsule case history:** Ford Tractor dealers in the Savannah area gained 666 potential customers as a result of a special premium offer run for three days on WSAV-TV. The campaign opened the door to increased sales activity by providing dealers with a means of gaining direct contact with possible new tractor buyers. Ford Tractor bought three announcements on WSAV-TV's *Jim and Jesse and the Virginia Boys*, a program of live country and Western music aired on Wednesday evenings from 7:30-8:00. In single mentions on three successive programs the Ford Farming Almanac was offered to anyone who would write in for it. Requests for the almanac were received from people in 111 towns in 45 counties of WSAV-TV's two-state coverage area. William W. Cook, vice president of Dennis, Parsons & Cook, reported that the offer, which produced 666 requests in all, pin-pointed many prospective customers.

WSAV-TV, Savannah

PROGRAM: *Jim & Jesse & the Virginia Boys*

### USED CARS

SPONSOR: L. O. Gates

AGENCY: Direct

**Capsule case history:** Television made a perfect score on this one; over a 13-week period L. O. Gates, automobile dealer, sold every used car it advertised on tv. Last November, Gates completed a 26-week contract for two announcements a week on WNDU-TV. Results to that point were such that they bought a 52-week renewal order for three announcements a week. Since 19 November, one of the three weekly announcements has been used exclusively to promote the sale of used cars. During the 13-week period following the first of these announcements every one of the used cars featured on television was sold. The sales occurred either the next day or within a week. It was noted that although display material and classified ads are sometimes used, customers consistently ask to see "that car on tv." The cost per announcement per used car sold was \$36. Gates sales are hitting an all time high with the aid of tv.

WNDU-TV, South Bend-Elkhart

PURCHASE: Announcements

### USED CARS

SPONSOR: Right Motors

AGENCY: Direct

**Capsule case history:** Television advertising has given this Cleveland used car dealer two straight months of sellout and the biggest sales month in its history. In May, Right Motors started sponsorship of *Jungle*, 11:20-11:30 p.m., a Monday-through-Friday wildlife action film series on KYW-TV. Car sales rose and in June an all-time high was reached in turnover. Buddy Carter, President of the firm, reports a 44% increase from the already augmented sales of May to June. He reports: "To meet the demand our tv advertising produced, we increased our front line and garage facilities, but even this was not enough. From 174 cars in May, we sold 250 in June and could have sold more if we had had them." He added: "We are now doing about four times the business we did before we started using tv. At this rate Right Motors will soon make auto sales history." Pitchman for *Jungle* commercials is a radio-tv veteran, Joe Finan.

KYW-TV, Cleveland

PURCHASE: *Jungle*



# Beverages

## BREWERY

SPONSOR: Standard Rochester Brewing Co. AGENCY: Direct

**Capsule Case History:** Intensive use of television is cited as a major factor in an unprecedented increase in sales for the Standard Rochester Brewing Company. The firm sponsored one-half of each NBC-TV baseball game of the week, plus half of 10 local Rochester Red Wing games over WROC-TV, Rochester. In addition, also over WROC-TV, the brewery bought a spot schedule of ten I.D.'s per week, and continued alternate week half-hour sponsorship of *City Detective*, a syndicated film series. Maurice L. Lewis, vice president and treasurer of the company, pleased with the sales results of tv participation, said: "Increased sales of our products show that people appreciate our bringing them the tv ball games and they've said 'thank you' by asking for Standard Dry and Topper Beer more than ever before." According to Clarence E. Jennings, president and general manager, the brewery has increased the number of delivery trucks in Rochester by 15% and added three trailers.

WROC-TV, Rochester

PURCHASE: Various

## MILK

SPONSOR: Leatherwood Co.

AGENCY: Direct

**Capsule case history:** This dairy advertiser gained 500% in sales of half-gallons of Leatherwood Homogenized Milk by means of a special merchandising campaign based on *The Cisco Kid's* popularity with television audiences. To introduce their new two-quart container, which features pictures of Cisco and his sidekick Pancho with copy about the show, Leatherwood offered a plastic Cisco Kid tumbler as a package-attachment premium. The offer was advertised just twice on *The Cisco Kid* program on WHIS-TV. Commercials indicated that the tumbler would be available for two days only. As a direct result of the two exposures on WHIS-TV, Leatherwood sold its entire stock of 15,000 special cartons long before the close of the weekend offer. W. S. Brank, general sales manager of the dairy company, estimates that these 15,000 sales represent purchases by three out of every four families in the Bluefield, W. Va. area.

WHIS-TV, Bluefield, W. Va.

PURCHASE: *The Cisco Kid*

## COFFEE

SPONSOR: Butter-Nut Coffee Co.

AGENCY: Direct

**Capsule case history:** The special premium offer is a standard promotional device used by many kinds of advertisers in nearly all media. The success of Butter-Nut Coffee's television promotion shows why advertisers keep returning to this type of campaign. Butter-Nut made the following tv offer: "Send 25¢ and a key strip from a can of Butter-Nut Coffee to KOA-TV, Denver, and you'll receive 10 packs of Burpee seeds, a \$2.35 value." The offer was made on *Weatherman Bowman's* weathercast at 10:10 nightly and in announcements at various times and ran from 11 February through 23 March. During this time, requests for the seeds were received from 13,456 viewers and the sponsor reported that 15,000 cans of coffee were sold. The promotion reached far beyond the immediate Denver area. Responses to the offer represented a total of 245 cities and towns in Colorado, Nebraska, Wyoming and Kansas.

KOA-TV, Denver

PURCHASE: Announcements

## WINES

SPONSOR: Manischewitz Wine Co.

AGENCY: Emil Mogul

**Capsule case history:** Manischewitz Wine Company, New York, returned to full program sponsorship last fall in a move that has proved highly profitable for the firm. In recent years Manischewitz has concentrated its television advertising in participations and announcements. But last September, after four years of straight commercials, the wine company assumed full sponsorship of a half-hour program on WRCA-TV, New York. The show, *Hy Gardner Calling*, is broadcast on Saturday nights from 11:30 p.m. to midnight. Both live and film commercials are used on the program. Since the firm began sponsoring *Hy Gardner*, sales of Manischewitz kosher wines have shown a sharp increase in the New York market. Meyer H. Robinson, treasurer and general manager, stated that "we believe the prestige value of our product's being associated with Hy Gardner's celebrity-filled program has contributed substantially to this sales rise."

WRCA-TV, New York

PURCHASE: *Hy Gardner Calling*



## Cleaning

### CLEANSER

SPONSOR: Adell Chemical

AGENCY: Direct

**Capsule case history:** Moving into the consumer market in addition to the industrial in a highly competitive field has been successfully carried off by this firm through tv advertising. Adell Chemical's product, Lestoil, a liquid all-purpose detergent, had been tried and proven in the commercial laundry and cleaning business. In January 1955 this firm decided to branch into the consumer market. It chose WMUR-TV (whose signal extends into the Boston area). It bought a heavy pattern of minute and 20-second spots in "B" and "C" time on a 52-week basis. Immediate product interest and distribution demand occurred. Since then, Lestoil has increased its WMUR-TV expenditure almost 100% and has moved into other Eastern markets. Today, Lestoil is giving keen competition to Procter & Gamble's Spic & Span and is now the 36th largest user of spot television with a first quarter (1957) tv budget of \$640,000.

WMUR-TV, Manchester

PURCHASE: Minute & 20-second spots

### LAUNDRIES & CLEANERS

SPONSOR: Page the Cleaner & Furrier

AGENCY: Direct

**Capsule case history:** This advertiser's use of television to promote its new shirt laundry division brought Page the greatest volume of shirt business in the Edmonton, Alta., area. Page's success with tv advertising in promoting its dry-cleaning and fur storage facilities led this Edmonton firm to rely heavily on tv when introducing its shirt service. Since it began using CFRN-TV over two years ago, Page has experienced a steady upswing in sales of all its various services. The firm's commercials, aired in announcements, consist of approximately one-half live and one-half film clip announcements. Page personalizes its service by using the live announcements to introduce its route salesmen. The successful introduction of the new shirt laundry department underlines the effectiveness of television in meeting Page's advertising needs. The Page shirt department now processes over 7,000 shirts per week. Page's Alex Starko reports that the firm's dollar volume is now running some 40% to 50% ahead of last year, in all divisions, due principally to CFRN-TV.

CFRN-TV, Edmonton, Alberta

PURCHASE: Announcements

### RUG CLEANERS

SPONSOR: Peacock Rug Cleaners

AGENCY: Direct

**Capsule case history:** Peacock, a large Memphis rug cleaning firm, decided to test the sales power of tv versus the other media. Accordingly, the firm placed a five-plan schedule in WHBQ-TV's *Million Dollar Movie*: three 10-second afternoon spots and two nighttime 60's. During the same period, a similar budget went into newspaper, radio and direct mail. At the conclusion of the test, each route man was supplied with a questionnaire and instructed to have customers at each pick-up or delivery-stop fill out the forms. The purpose of the questionnaire was to learn which medium influenced customers to call Peacock. Results: 82% of Peacock customers were influenced by WHBQ-TV's *Million Dollar Movie*, with the remaining 18% divided among newspaper, radio and direct mail. Subsequently, Peacock placed almost 100% of its ad schedule on WHBQ-TV with a 10-plan of five daytime 10's, and five nighttime minutes.

WHBQ-TV, Memphis

PURCHASE: Announcements

### WASHING MACHINES

SPONSOR: Schorr Furniture & Appliance

AGENCY: Wilkes

**Capsule case history:** A sales increase described as "startling" was the result of this advertiser's departure from the advertising procedure most often employed by retail stores. It's not uncommon for retailers to use only one advertising medium but when this is done newspapers are usually selected. As an experiment, Schorr Furniture and Appliance placed its entire advertising budget on television for one month. The results of this experiment led Schorr to make an ad budget allocation unusual for a retail store: for the entire year of 1956, Schorr's total ad expenditure of \$12,000 (devoted only to Bendix washers) was for commercials on KSLA-TV. The store used the *Amos 'n' Andy* show for 10 months, changing to one-minute announcements at the end of the *Amos 'n' Andy* series. For the remaining two months five filmed announcements were run per day in the morning, afternoon and in KSLA-TV's late movies. Schorr reports that with tv only, more Bendix washing machines were sold in 1956 than in any previous year.

KSLA-TV, Shreveport, La.

PURCHASE: *Amos 'n' Andy*; Announcements





WGR-TV now leads all other stations with the largest share of the viewing audience in Buffalo from sign-on to sign-off seven days a week!

Nine of the top fifteen shows in Buffalo are seen on WGR-TV. They include "Wyatt Earp" (highest rated of any show on any station—with 44.9% of the viewing audience), "Sugarfoot," "The Frank Sinatra Show," "The Pat Boone Show," "Maverick," "Broken Arrow," both "Lawrence Welk" shows and "Ozzie and Harriet."

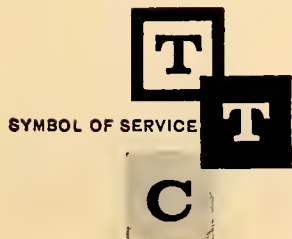
Other network shows which won hands down on WGR-TV are "Mickey Mouse Club," "Disneyland," "Zorro," "Rin Tin Tin," and "Colt 45."

**NOW TOP BANANA IN BUFFALO**  
14TH U. S. MARKET

**WGR-TV**

ABC CHANNEL 2

**BUFFALO**



A TRANSCONTINENT STATION

WROC-TV, Rochester • WGR Radio, WGR-TV, Buffalo • WSWA Radio, WSWA-TV, Harrisonburg

WGR-TV led in 19 out of 20 quarter hours, 5:00-6:00 p.m., Monday to Friday.

Local shows took their share of rating honors, too—and WGR-TV averaged more viewers per set than any other station!

Source: October ARB

Hot network programming—outstanding local personalities—superb studio facilities—local acceptance—tremendous bonus of Canadian coverage—and the strongest merchandising in Buffalo. No wonder WGR-TV is the first choice of advertisers as well as viewers.

Contact Peters, Griffin, Woodward for availabilities.



## Department Store

### DARING SALE

SPONSOR: Bry's Department Store

AGENCY: Direct

**Capsule case history:** A saturation campaign was bought by Bry's Department Store in Memphis to initiate its 'Daring Sale' promotion. Opening day, a total of 12 separate program spots were telecast from outside and inside the store. Typical shots included: 10:00 a.m. crowds waiting for the store to open; the president of the store welcoming Memphis to its sale; department managers calling attention to specific merchandise values; views of the crowds on various floors; a 5:30 p.m. farewell from weary clerks inviting shoppers to the store the next day. Bernard Pincus, Bry's president, reported the results of the telecast: "It brought people into the store from all over Memphis, and the store buzzed with excitement. Enthusiastic comments poured in from everywhere. WMCT was a major factor in the sale's success—it was one of the biggest in the store's history."

WMCT, Memphis

PURCHASE: Special program

### LADIES READY-TO-WEAR

SPONSOR: King's Department Store

AGENCY: Direct

**Capsule case history:** Ladies ready-to-wear companies do not usually employ television advertising to promote sales. Nor do discount houses use tv in any substantial amount. This firm is both and recently used the visual medium with success. King's Department Store of West Palm Beach, Florida, bought an announcement on *Starlight Theatre* (a nightly feature starting as 10:00 p.m.) on WEAT-TV, for one night only on 2 May. The announcement was a one-minute live promotion delivered by one of the show's feminine hostesses. The sale-feature items—ladies ready-to-wear dresses at \$2.67—were displayed on a rack. Within three days of the one announcement, King's Department Store had sold 900 dresses. This was a gross product turnover of \$2,403.00 of merchandise. Cost of the single announcement was \$43.20. Edward J. Hennessy, General Sales Manager of WEAT-TV reports that no other advertising was used.

WEAT-TV, West Palm Beach

PURCHASE: Announcement

## Food Products

### CHICKENS

SPONSOR: Wentz Super Markets

AGENCY: Direct

**Capsule case history:** Owners of supermarkets must move their perishable food products quickly. Recently, the owner of the Wentz markets moved 11 tons of produce in less than 24 hours with one 20-second tv announcement. Wentz has been a continuous tv advertiser for the past two years. On its regularly sponsored show, *Mr. District Attorney* (Thursdays, 9:30 p.m. over KHSL-TV), Wentz has three one-minute commercials. Each of the one-minute commercials consists of three 20-second specials. On 4 April Wentz ran a special on fryer chickens. By 4 p.m. the following day, seven tons of fryers had been moved. Wentz re-ordered another four tons of chickens and by noon Saturday, these had been sold out. Total sale volume: \$8,800. Cost of the announcement: \$65. Net profit from the sale: \$637.50—plus increased traffic in all markets. With this and similar instances indicating results of its tv advertising, Wentz has just renewed its contract with KHSL-TV for another year.

KHSL-TV, Chico, Calif.

PURCHASE: *Mr. District Attorney*

### FOOD & GROCERY RETAILERS

SPONSOR: Park 'N Shop

AGENCY: Crawford Advertising

**Capsule case history:** Had you spotted a pajama-clad citizen toting a watermelon on a Charlotte street one night last summer, you wouldn't have had to worry about hallucinations. Residents of the Charlotte area were induced to play the "pajama game" through a novel tv offer made by Park 'N Shop. This sponsor began advertising on WBTV with *The Harvesters*, a 15-minute program aired at 10:00 p.m. which features gospel singers. On the first program, 31 July, watermelons were offered at 10¢ each, 5¢ if the viewer appeared in pajamas. Customers flocked to the Park 'N Shop, thousands wearing pajamas, and nearly two trailer-truck loads of watermelons were sold less than two hours after the show went off the air. In addition, Gladiola Biscuits, a product new to this market, were offered at 5¢ a can and 15 cases were sold less than 5 minutes after the show ended. The two-week period following this show brought a 40% sales increase and since the first show, the business increase averaged more than \$1,000 per day for a five-week period. Cost for the first two weeks—\$560.

WBTV, Charlotte, N. C.

PROGRAM: *The Harvesters*





## Symbol of service

WSVA-TV, Channel 3, Harrisonburg, Virginia, is the major source of TV programming for 200,000 families in the important Shenandoah Valley market. As such, it must serve the "old timers" plus the thousands of "newcomers" who are streaming in to work in the new plants of ASR Products, Westinghouse, General Electric, Du Pont and Reynolds Metal.

The residents of Staunton, Waynesboro, Charlottesville and Harrisonburg receive on Channel 3 a well-diversified selection of local programs, both live and film—as well as top network shows from the CBS, ABC and NBC networks.

WSVA-TV's rapidly growing list of sponsors is proof of the vital service it is providing advertisers in covering this vital portion of the Greater Virginia Area.

If you buy Richmond, Washington and Roanoke, then WSVA-TV, symbol of service in the Shenandoah Valley, is a "must" buy. Ask for details from Peters, Griffin and Woodward.



**A TRANSCONTINENT STATION**  
WROC-TV, Rochester • WGR Radio, WGR-TV, Buffalo  
WSVA Radio, WSVA-TV, Harrisonburg

**WSVA-TV**  
CBS-NBC-ABC Channel 3  
Harrisonburg, Va.



## Food Products *continued*

### HAM

SPONSOR: H. L. Handy Co.

AGENCY: Hoag & Provandie

**Capsule case history:** Television proved to be a natural for introduction of H. L. Handy's new product improvement Ham-in-the-Pan. Tv commercials enabled the advertiser to demonstrate very graphically the major benefits of this new type of pre-cooked ham. Ham-in-the-Pan is a boneless, fruited ham which comes to the consumer fully cooked and candied in an aluminum-foil pan. After the ham is heated, which is the only preparation necessary, the pan can be thrown out. The basic appeal of the convenience of the throw-away pan was emphasized in commercials carried by WHCT-TV. This campaign spearheaded the Ham-in-the-Pan promotion in the Hartford market area. The tv saturation consisted of 24 one-minute announcements broadcast on WHCT-TV during the big pre-Christmas ham weeks, 10 to 21 December. Scrubbing pans must be Hartford's pet peeve—the tv campaign gave the new products a flying start.

WHCT-TV, Hartford, Conn.

PURCHASE: Announcements

### PROCESSED FOOD

SPONSOR: Mrs. Grissom's Salads Co.

AGENCY: Glassman  
Advertising Agency

**Capsule case history:** In no other advertising medium has Mrs. M. Grissom, owner of Mrs. Grissom's Salads Co., achieved such immediate and positive results as in television. In fact, before trying tv, she had poured \$2,000 into media other than television or radio and received no results either in increased sales or wider distribution. Switching her budget to television, she bought five one-minute participations in WSIX-TV's *Romper Room*, 9:30 to 10:30 a.m. After a few short weeks the demand had forced H. G. Hill Super Markets, Nashville's largest chain—where Grissom had no previous distribution—to stock every one of their 41 stores with the line. The total cost to Mrs. Grissom was \$200—one tenth the cost of her former campaigns. "Sorry, we're sold out," became a familiar phrase in most Hill stores. Other chains which were already carrying the food line rang up similar increases in sales.

WSIX-TV, Nashville, Tenn.

PURCHASE: Announcements

## Furniture

### FURNITURE

SPONSOR: Empire Furniture Store

AGENCY: Direct

**Capsule case history:** Just four one-minute announcements on station CJLH-TV brought the Empire Furniture Store a dollar volume amounting to over 18 times the cost of the announcements. The live commercials were designed to increase sales of specific items from Empire's varied stock of furniture and home furnishings. The four announcements were aired during the two-week period prior to Christmas 1956 and only television advertising was used. One announcement brought the sale of 40 television stools, 24 hassocks and 10 sewing boxes. Well over 60 hostess chairs were sold as a result of two of the announcements and with the remaining plug the Empire sold 10 studio lounges. The amount realized from these sales totaled over \$3,360 and was the direct result of tv commercials costing only \$184. The \$3,360 represents sales of the advertised items only and does not reflect the increased dollar volume on other goods resulting from store traffic created by the tv campaign. Empire has continued its use of tv, concentrating the greater part of a January sale ad budget in that medium.

CJLH-TV, Lethbridge, Alberta

PURCHASE: Announcements

### FURNITURE

SPONSOR: New York Furniture House

AGENCY: Direct

**Capsule case history:** The greatest one-day sale in the history of New York Furniture House resulted from the store's initial use of *Saturday Evening Movie*. The program, broadcast on KBTv, Denver, was first sponsored by the furniture store on 23 February. The firm's commercials emphasized the excellent values that could be obtained at New York Furniture's annual warehouse sale. No other advertising was used for the sale. The store remained open the next day to get the full benefit of consumer response. On Sunday morning customers were lined up outside the store waiting for it to open for business at 9:00 a.m. Store traffic was heavy throughout the day and by closing time the total number of customers for the day was over 3,500. The merchandise sold during this one day amounted to a dollar volume of \$32,000. Gratified by the return from their sale, New York Furniture House has renewed for a full year.

KBTv, Denver

PROGRAM: *Saturday Evening Movie*



# WORKING PARTNERS



Maybe we do it the hard way, but we have always believed that the stations we represent are entitled to continual personal representation by the heads of this firm. H-R *was started* by a group of *working partners*; we are still *working partners* today. And because we have selected our growing sales staff on the basis of maturity, depth of experience and dedication to our selling policies, you can be sure that today, as when H-R was started, that we will "always send a man to do a man's job."

RADIO

**H-R**



TELEVISION

**FRANK HEADLEY**, President  
**DWIGHT REED**, Vice President  
**FRANK PELLEGRIN**, Vice President  
**PAUL WEEKS**, Vice President

380 Madison Ave.  
 New York 17, N. Y.  
 OXford 7-3120

35 E. Wacker Drive  
 Chicago 1, Illinois  
 RAndolph 6-6431

6253 Hollywood Boulevard  
 Hollywood 28, Calif.  
 HAllywood 2-6453

155 Montgomery Street  
 San Francisco, Calif.  
 YUkan 2-5837

416 Rio Grande Bldg.  
 Dallas, Texas  
 RIVERSide 2-5148

101 Marietta Street  
 Bldg.  
 Atlanta, Georgia  
 JACkson 3-7797

520 Lavett Boulevard  
 Room No. 1D  
 Houston, Texas  
 JACkson 8-1601

910 Royal Street  
 Canal 3917  
 New Orleans, La.

529 Pon American Bank  
 Bldg  
 Miami, Florida  
 FRANKlin 3-7753



## Household

### AIR CONDITIONERS

SPONSOR: Richards & Roth

AGENCY: Direct

**Capsule case history:** While selling air conditioners in Texas during January and February isn't quite as difficult to accomplish as selling refrigerators to Eskimos, it's not exactly easy either. Richards & Roth, local air conditioner and refrigerator dealers, sponsored *Stage 7* alternate weekly for these two months. During this period, normally the slack season for this product, the sponsor sold and installed twice as many air conditioners as in a comparable period in the hottest months of 1956. Horace Richards revealed that sales exceeded those of *all their competitors* during the two winter months. Total tv cost: \$880. Richards & Roth used no other media, and was the only firm of its kind to advertise on tv in Corpus Christi. "Because of its sensational success," Richards says, "we continued to sponsor *Stage 7* on a permanent basis — and the sales continued at this level. Tv is the best sales medium."

KSIX-TV, Corpus Christi

PURCHASE: Program

### SEWING MACHINES

SPONSOR: E. W. Edwards & Son

AGENCY: William Lane

**Capsule case history:** This advertiser sold at least 22 sewing machines as a direct result of 13 announcements on WHEN-TV, Syracuse. E. W. Edwards & Son bought a single weekly minute participation in the *Gal Next Door* show for 13 weeks. Each week an Edwards representative joined Kay Larson, the program's personality, in demonstrating a different sewing machine model and its various attachments. During the 13 weeks of the promotion Edwards' salespeople made note of each specific reference by a customer to the television advertising. By the end of the campaign's run a total of 22 people had alluded directly to the tv commercials in connection with the purchase of a sewing machine. There were additional purchases by customers who did not refer to the announcements which Ross Dickson, manager of the sewing machine department, also attributes to the television advertising. Mr. Dickson has now renewed for 13 weeks.

WHEN-TV, Syracuse

PURCHASE: Participations

### RADIO-PHONOGRAPHS

SPONSOR: J. A. Walsh & Co.

AGENCY: Direct

**Capsule case history:** The appeal of a music-and-news video show, KTRK-TV's new program *Soundtrack*, was explored recently in a campaign run by J. A. Walsh & Co., Houston's RCA distributor. Applying the concepts of radio to television, *Soundtrack* enables its audience to enjoy television in the busy morning hours from 7:00-9:00 a.m. without having to sit in front of the set. As a test item, J. A. Walsh bought 12 one-minute announcements on *Soundtrack* during the first week in December. The commercials advertised an RCA radio-phonograph priced at \$29.95. Since this was a test campaign, the distributor purposely did not inform its dealers of the commercial broadcasts and no other advertising was used. Dean R. Benton, sales manager for the RCA Victor division of J. A. Walsh, said that the 12 announcements, at a cost of \$240, sold over 100 items. The sponsor signed for 13 additional weeks.

KTRK-TV, Houston, Texas

PROGRAM: *Soundtrack*

### WALLPAPER & PAINTS

SPONSOR: Channer's Wallpaper & Paint Store

AGENCY: Direct

**Capsule Case History:** Since Canada has no morning tv programming, and a limited schedule in the afternoon, daytime tv is still virgin. However, there is evidence that a client can find his proper daytime niche. An example is the successful tv campaign of Channer's Wallpaper & Paint Store in London, Ontario. The retailer decided on a three-month television spot campaign with some doubt as to the value of afternoon time. The purchase was on CFPL-TV, London, Ontario. The results of this planned campaign included an over-all business increase. Instead of the usual seasonal peaks in the spring and fall, Channer's saw a better distribution over the entire year. Sales rose up to 25% increase during special paint promotions, and tv announcements were able to rid the shelves of overstocked items. The retailer estimated store traffic at 500 customers a week. Channer's has increased its campaign to 52-weeks coverage.

CFPL-TV, London, Ontario

PURCHASE: Announcements



**SPOT TV**

**top  
ad medium  
for 1958**

**and  
tops in  
PITTSBURGH**

**KDKA-TV\***

**National representative:  
Peters, Griffin, Woodward**

*\*Tops, reports November 1957 ARB, with  
62.9 share of sets in use from sign-on to sign-  
off 7 days a week in the Pittsburgh metro-  
politan area.*

CHANNEL 2 IS NO. 1 IN PITTSBURGH  
**KDKA 2 TV** 



## Real Estate

### NEW HOMES

SPONSOR: W. E. Johnson Realty

AGENCY: Time & Copy

**Capsule case history:** A new home is an expensive item but the Wallace E. Johnson Realty Co., using just one tv announcement, recently sold 17 houses during a single weekend. On the recommendation of Time & Copy, Johnson Realty some time ago began using a one-minute announcement on WHBQ-TV. The announcement is aired on Thursday nights within the *Million Dollar Movie*. Results have been consistently gratifying, but last March one of these weekly commercials brought a real sales bonanza. This announcement covered the opening of Johnson Realty's Value Villa homes and was telecast at approximately 10:45 p.m. Thursday. The firm reported that on Friday morning over 25 phone calls were received from people who had seen the commercial and that on Saturday and Sunday 17 homes were sold. The sales were attributed directly to the announcement on WHBQ-TV since Johnson used no other medium.

WHBQ-TV, Memphis

PURCHASE: Announcements

### PROPERTY LISTINGS

SPONSOR: Zweifel Realty Co.

AGENCY: Direct

**Capsule case history:** Zweifel Realty Co. achieved a new kind of success through television advertising. Its tv campaign brought so much new business that the firm was forced to suspend its commercial schedule or risk being completely swamped. Zweifel Realty, a small real estate agency, wanted to increase its property listings through tv advertising. With a restricted budget, the firm invested just \$19 per week in television. Zweifel bought alternate week co-sponsorship of an early evening weather cast (aired from 6:10 to 6:15 p.m. on KROC-TV). Commercials were broadcast four times between 25 March and 10 May. After just these four appearances Zweifel's property listings had increased to a point far beyond the company's physical ability to handle them. Suspension of tv was necessary to catch up with the landslide of listings, though Zweifel Realty plans a return to KROC-TV when it is able to handle tv results.

KROC-TV, Rochester, Minn.

PURCHASE: Weathercast

## Restaurants

### CHINESE FOOD

SPONSOR: China Food Kitchen

AGENCY: Direct

**Capsule case history:** Salt Lake City residents in search of Chinese food responded so enthusiastically to announcements on KTVT that they caused a telephone tie-up which probably made the phone company wish they'd all stick to steak. For an eight-day period, KTVT ran one 10-second announcement each night advertising China Food Kitchen's home delivery special, "Quicke Chickee." During that time the information board of the Mountain States Telephone and Telegraph Co. was swamped with over 2,000 calls requesting the number of the trade name "Quicke Chickee," rather than the firm name. As a result, the phone company has issued multiple listings for the firm. John Quong, of China Food Kitchen, stated that compared to other types of advertising done in the past, tv gave a much greater and more immediate response. He also reported an over-all increase of 20% in home delivery business since the television drive.

KTVT, Salt Lake City

PURCHASE: Announcements

### EATERY

SPONSOR: Knott's Berry Farm

AGENCY: Hall-Mitchell

**Capsule case history:** Knott's Berry Farm, famous tourist attraction outside of Los Angeles, has built its traffic to an all-time high in its history through television advertising. And it reached this peak during its usual off-season period. The company launched a campaign on KTLA in January, buying participations in the cartoon featurette *Popeye* (a Monday through Friday program, 7:00-7:15 p.m.). Knott's is a family-type attraction and its promotion was aimed at the parents through the juvenile viewer. Despite the fact that winter months are not conducive to traffic for this outdoor entertainment, shopping and eating place, on Sunday 10 March, Knott's had the biggest traffic day in its entire history. Prior to this, Knott's reports that on 9 February, the personal appearance at the Farms of Tom Hatten, KTLA personality appearing on the show, "drew an unusually large number of children." Cost of advertising: \$900 per week. Knott's concluded this tv campaign at the end of March.

KTLA, Los Angeles, Calif.

PURCHASE: Participations



**SPOT TV**

**top  
ad medium  
for 1958**

**and  
tops in  
ST. LOUIS**

**KSD-TV\***

NBC-TV affiliate since February 8, 1947

National representative:

NBC Spot Sales

\*Tops, reports November 1957 ARB, with a 41.3 share of sets in use from sign-on to sign-off 7 days a week in the St. Louis metropolitan area.



## Restaurants *continued . . .*

### PIZZA PIES

SPONSOR: Gabitoni's restaurant

AGENCY: Direct

**Capsule case history:** Gabitoni's, a restaurant in Springfield, Ohio, began its television advertising with minute announcements after the Saturday pro-football games on WICS-TV three years ago. The commercials offered to deliver pizza pies upon order and results were satisfactory, so after the football season the schedule was moved to 10:15 Sunday night, just preceding the feature movie program, *Command Performance*. This time the response was overwhelming. Johnny Lynn, owner and operator of the restaurant, reported the barrage of telephone orders for pizza pies was so incessant after each announcement that another telephone line had to be installed. In addition, the restaurant's on-the-spot business increased many fold throughout the week. The cost per announcement was \$45; yet the number of pizzas sold ranging in price from \$1.39 to \$2.69 made this a worthwhile investment. Proving again the power of tv to sell when the advertising is properly placed.

WICS-TV, Springfield, Ill.

PURCHASE: Announcements

### PIZZA PIES

SPONSOR: Volcano Restaurant

AGENCY: Direct

**Capsule case history:** For a little over a year, the Volcano Restaurant in South Bend has been appealing to the palates of pizza lovers via tv with a resulting 30% increase in business, as of last January. The restaurant purchased a weekly one-minute participation in *Lamplight Theater*, a feature film show aired Monday-Saturday night on WNDU-TV. Though the commercials concentrated on Volcano's pizza take-out trade, business from diners in the restaurant also flourished. After just one month on tv, business was heavy enough to permit operation time to be cut by five hours a day with a consequent reduction in expenses. In addition, the campaign's success recently enabled Volcano's owners to open a new pizza restaurant in Niles, Mich. Nine months ago Volcano canceled all other forms of advertising to concentrate on tv. This year is expected to see a doubling or tripling of its tv time. Cost has been \$45 per announcement.

WNDU-TV, South Bend-Elkhart

PURCHASE: Participations

## Retail Stores

### CREDIT JEWELER

SPONSOR: Zale's Jewelry

AGENCY: Direct

**Capsule case history:** Zale's, reportedly the largest volume chain of credit jewelry stores in Texas has used television for several years, but never on a steady, contractual basis. As a test, they bought a one-week campaign of eight one-minute live spots on KGBT-TV, Harlingen—four daytime and four nighttime—on behalf of certain watches; a large schedule for Zale's. At the end of two days, the entire stock of 80-plus watches were sold out. This was the fastest moving item in the chain's history via any medium, and the traffic created accounted for thousands of dollars of other sales. Impressed by the results, the chain's management bought more tv in all their markets, and KGBT-TV received a one-year schedule of spots and newscasts, all live. Incidentally, as a corollary result, the manager won first prize in an intra-chain contest Zale's held for its stores.

KGBT-TV, Harlingen, Tex.

PURCHASE: Announcements

### FUR RETAILER

SPONSOR: Joseph "The" Furrier

AGENCY: Direct

**Capsule case history:** Joseph "The" Furrier, owner of a retail operation in Scranton, Pa., has watched business soar since he first signed a contract with WDAU-TV, three years ago. Harold Joseph has been using a steady news or weather sponsorship campaign in late summer and early fall, complementing this with spot. Year after year Joseph reports a continuing rise in sales which he attributes directly to WDAU-TV. His sales figures for 1955—the first year he used WDAU-TV—were 12% ahead of 1954. His 1956 totals were 18% over 1955. He was so confident of 1957's results that he predicted a 22% increase and to date has nearly surpassed his entire year's estimate. Currently Joseph is sponsoring *Weather* seen twice weekly at 6:35 to 6:45 p.m. The store's weekly budget: \$197; 85% of the dollar goes to tv; 15% for radio and newspaper. "We'll use tv indefinitely," he says, "for its tremendous impact."

WDAU-TV, Scranton, Pa.

PURCHASE: Announcements



**SPOT TV**

**top  
ad medium  
for 1958**

**and  
tops in**

**WISH-TV**

**INDIANAPOLIS**

National representative:  
The Bolling Co.

© WISH-TV dominates the nation's 14th television market, consistently wins more quarter hours than all other stations combined and averages 41% more viewing families than the next Indianapolis station.\*

*\*Total week, metropolitan ARB, November 1957*



**A CORINTHIAN STATION** *Responsibility in Broadcasting*



## Retail Stores *continued . . .*

### MEN'S CLOTHING

SPONSOR: Valley Mills Store

AGENCY: Direct

**Capsule case history:** "One spot is as good as 10 if you have the right station and program," commented the owner of Valley Mills Store, a local independent clothing shop. Valley Mills Store had failed to get the expected results claimed by other media and decided to try television. Mills bought just one spot in *Midday*, seen Monday through Friday 12:00 noon to 1:00 p.m., on WRGP-TV, Chattanooga. The products: men's trousers and shirts. The cost was only \$40 and as a direct result of this one spot, the store sold \$2,600 worth of merchandise—more than they sold in any single day prior to this announcement. Up to one week after the spot ran, people were still asking to see the line of pants and shirts displayed on *Midday*. Of even greater importance is the fact that Mills has turned their entire budget to television. "Customers came from as far away as 25 miles, and they will continue to come," the manager said.

WRGP-TV, Chattanooga, Tenn.

PURCHASE: Announcement

### SHOES

SPONSOR: Zimmerman's Shoe Stores

AGENCY: Direct

**Capsule case history:** That television is an "extremely potent medium" is the conclusion reached by the president of this company after a two-week campaign resulting in a complete sell-out of the advertised product. Zimmerman's bought five spots per week on KONO-TV, San Antonio, to advertise "Ivy League" ladies' and children's shoes and anklet socks. At the end of the two-week period, the entire stock of these shoes—600 pairs—were sold out at both stores, as well as 95 dozen pairs of anklets. The minute participations ran one a day in *American Bandstand*. A pair of women's shoes and another of children's were shown on camera and there was a brief mention of the anklets. The selling price was the regular \$6.98 a pair; anklets were at three pairs for a dollar. No other station or medium was used, nor were the shoes shown in window displays. Zimmerman's president has substantially raised the tv budget.

KONO-TV, San Antonio, Texas

PURCHASE: Announcements

### SPORTING GOODS

SPONSOR: Wisconsin Sporting Goods Stores

AGENCY: Direct

**Capsule case history:** A local television show which inherits its viewers from a network sports program brought good results to a group of four sporting goods dealers in the Lacrosse, Wis., area. The four dealers, each in a different town covered by WKBT, Lacrosse, recently purchased *Fite Nite Sport Lite*, a 10-minute weekly program with emphasis on hunting, fishing, camping and boating; it follows the ABC TV boxing show. KWBT Sportscaster Ed Hutchings presents a guest each week who is an authority on some one outdoor sport. Questions are requested from the viewers and the sender of the question chosen to be aired each week receives a substantial prize donated by one of the sponsors. Robert Morrison, sales manager of WKBT, reports that this show "invariably sells out the merchandise advertised the day following." The initial test campaign ran eight weeks. The cost: \$100 per week. Sponsor satisfaction is best evidenced by a 26-week renewal effective 26 June.

WKBT, Lacrosse, Wisc.

PURCHASE: *Fite Nite Sport Lite*

### WAREHOUSE SALE

SPONSOR: Sears, Roebuck

AGENCY: Direct

**Capsule case history:** Tv advertising helped this sponsor buck the elements and made Sears' annual warehouse sale a success in spite of wintry weather. Sears, Roebuck, Wheeling, W. Va., placed a saturation schedule of announcements on WTRF-TV which ran for three successive days prior to the sale. WTRF-TV was the only medium used to promote the sale. On the day of the sale the temperature was 27 degrees; there were four inches of snow on the ground and a heavy snow was falling. In addition, Sears' warehouse is located off the beaten track in a hard-to-find spot. Nevertheless, when the warehouse opened at 8:00 a.m. over 300 people were waiting outside, and the huge building was crowded all day long. Don West, the store manager, reported that, as of 11:00 a.m. on sale day, time payment totals were running more than one full hour ahead of last year's sale. For its previous sale Sears had used newspaper ads as its primary medium.

WTRF-TV, Wheeling, W. Va.

PURCHASE: Announcements

**SPOT TV**

**top  
ad medium  
for 1958**

**and  
tops in  
WICHITA,  
KANS.**



**KAKE-TV\***

National representative:  
The Katz Agency

\*Tops in 5 of top 10 net shows; 7 out of top 10 film shows; 9 of top 10 multi-week shows. Tops, reports November 1957 ARB, with 45.8 share of sets in use from sign-on to sign-off 7 days a week in the Wichita metropolitan area.



## Miscellaneous

### BOOKS

SPONSOR: George Wyman & Co.

AGENCY: Direct

**Capsule case history:** A one-shot, 30-minute television time purchase promoting a single book moved \$2,560.50 worth of this merchandise at a cost of \$179 for this South Bend, Ind., department store. Louis Melicek, vice president in charge of merchandising, reports the only other advertising used was tune-in ads in the newspaper, but no mention of the book or price was included. The promotion vehicle was a Conrad Nagel film on the subject of arthritis, placed 4:30-5:00 p.m., Sunday, 17 February, on WNDU-TV. The book, entitled *Arthritis and Common Sense*, priced at \$3.95 per copy, was promoted within the normal commercial time; phone orders, mail orders and in-store sale of the book were advertised by voice over slides. Immediate response taken by the telephone answering service recorded 86 orders within two hours of the program. By the end of the week, 650 copies of the book had been sold. Comments from Wyman's sales staff: "amazing," "great," "gratifying."

WNDU-TV, South Bend

PURCHASE: 30-min. program

### BRAKE RELINING

SPONSOR: Esquire Brake Service

AGENCY: Direct

**Capsule Case History:** A retail business was able to increase its sales by 25% with spot television advertising. The Esquire Brake Service of Miami entered into tv with the objective of increasing the sale of brake linings (including installation) at a special tv rate of \$7.95 per brake job. The campaign, over WITV, Miami, consisted of four one-minute participations per week in class "A" time on a rotation schedule. The purpose of changing the time segment of the spots each week was to reach different audiences. The one-minute participations were always in half-hour syndicated film shows, as opposed to 20-second network adjacency spots. The cost of the campaign was \$5,200. In the 13 weeks that Esquire has been with WITV, retail sales have increased by 25%. It attributes this success directly to its intensive tv campaign which is still in progress.

WITV, Miami

PURCHASE: Participations

### CHRISTMAS TREES

SPONSOR: Christmas Tree Land

AGENCY: Direct

**Capsule case history:** The use of live evergreens for Christmas trees is a well-established tradition which must present formidable competition to retailers who attempt to sell a different type of Christmas tree. With the aid of television advertising, however, Chicago's Christmas Tree Land was highly successful in selling a tree which was not only different but also far more expensive. Over a period of two weeks, Christmas Tree Land ran commercials on WBKB for the Starlight Tree, a permanent metallic Christmas tree that revolves on a musical base. The advertising consisted of a series of 14 one-minute live participating announcements spread among three daily tv shows. The Starlight Tree retailed at \$129.50 per tree and during the two-week advertising period 5,066 trees were sold for a total dollar volume of approximately \$650,000. As the Christmas Tree Land firm had only geared its 1956 production for a total seasonal sale of 5,000 trees, the number of sales during the two-week period was a tv advertising coup. The cost of the 14 announcements was \$2,000.

WBKB, Chicago, Ill.

PURCHASE: Announcements

### HAIR CURLERS

SPONSOR: Weaver Products

AGENCY: Herb Flaig

**Capsule case history:** With television its primary promotional medium, a soft rubber hair curler called "Spoolie" hit the \$200,000 mark in retail sales in the first five weeks of the tv campaign. For the promotion, Weaver Products of Minneapolis, makers of "Spoolie," selected WLW-T's *Paul Dixon Show*, a weekday morning variety show, and *Headin' West*, a weekday afternoon movie. Weaver ran 10 to 11 announcements a week on WLW-T during the five-week period. In addition to the \$200,000 in retail sales, more than \$40,000 in back orders were received from drug, department, grocery and 5 & 10 cent stores in the Cincinnati area. Production fell behind demand and customers had to wait six to eight weeks for orders. "Spoolie," a new type of curler which resembles a small punctured mushroom, retails at \$1.50 for a package of 32 curlers. Weaver Products now is sponsoring the two shows on a long-range contract basis.

WLW-T, Cincinnati

PURCHASE: Announcements

**SPOT TV**

**top  
ad medium  
for 1958**

**and  
tops in  
TOLEDO**

**WSPD-TV\***

National representative:  
The Katz Agency

\*Tops, reports November 1957 ARB, with a 48.5 share of sets in use from sign-on to sign-off 7 days a week in the Toledo metropolitan area.



## Miscellaneous *continued . . .*

### HELP WANTED

SPONSOR: Liberty Dress Manufacturing Co.      AGENCY: Direct

**Capsule Case History:** A local manufacturing firm learned the potency of television as a medium of advertising during the current Boston newspaper strike. The Liberty Dress Co. of Boston had placed an advertisement for stitchers in the Sunday newspapers. When the strike went into effect the previous night, this firm turned to WBZ-TV, Boston and purchased a 10-second station I.D. The spot was used at 11:10 p.m. Sunday immediately following the 11:00 o'clock newscast. The effect of television advertising was vividly demonstrated the following morning when, before 10:00 a.m., the Liberty Dress Co. had 22 applicants, each one equally qualified to fill the available positions. Jerry Rosen, owner of the dress firm, said that a newspaper ad normally results in four or five replies, at the most. Due to this overwhelming response, the company is sold on the effectiveness of tv advertising, and is now in the process of planning a schedule of tv ads for use when help is required.

WBZ-TV, Boston

PURCHASE: Announcement

### MOVING & STORAGE

SPONSOR: Hodges Warehouse Corp.

AGENCY: Direct

**Capsule case history:** Television has been an unknown quantity in the field of moving and storage advertising in Tulsa. Hodges Warehouse Corp. decided to test the impact of television by buying one-minute announcements on KVOO-TV's late news segment for two months. The response was so overwhelming that Hodges bought a schedule of I.D.'s following the expiration of the campaign. Business directly traceable to the commercials: one \$350 long distance move, six local moving jobs that totaled \$300 and four local storage jobs amounting to \$150. In addition to these orders, the company has had continuing calls for information. Consequently, Hodges has revised its entire approach to selling warehousing services. It recognizes that big results for a specialized service can only be produced through advertising that has scope; KVOO-TV gave Hodges the impact and mass audience it needed.

KVOO-TV, Tulsa

PURCHASE: Newscast

### HOBBIES AND CRAFTS

SPONSOR: Read Drug & Chemical Co.

AGENCY: Direct

**Capsule case history:** Frank Fleishman, Read's buyer, reports an impressive sales increase at all 56 Read's stores on the full hobby and craft line since the company assumed sponsorship of a new tv program, *Working Wonders*. The program, aired on WBAL-TV 9:30-10:00 a.m. Saturdays, treats a wide range of scientific subjects in a manner designed to appeal to school-age youngsters. The show is used exclusively to promote hobby and craft items. The commercials use films and completed models as well as live shots of kids actually working with various models and kits. One commercial on the Martin Sea-Master produced a sell-out of the 720 pieces on hand; another on Remco's Crystal Radio Kit, run for a few weeks, caused Read's to wire urgently for additional merchandise. Fleishman says, "... this is the most effective means we have yet discovered for moving such a big variety of hobby and craft materials."

WBAL-TV, Baltimore

PROGRAM: *Working Wonders*

### ORGANS AND PIANOS

SPONSOR: Templins of Elkhart

AGENCY: Direct

**Capsule case history:** This advertiser's investment in television advertising brought him an excellent return. As a direct result of a tv expenditure totaling only \$460, Templins of Elkhart, a retail outlet for organs and pianos, sold more than \$5,000 worth of instruments. During an eight-week period, W. W. Templin, Jr., the store's owner, purchased 35 eight-second I. D.'s on WNDU-TV at a cost of \$12 per commercial. The eight-week campaign resulted in the sale of two pianos and one organ. With the addition of one other announcement at a cost of \$25, another organ was sold after the eight-week period. Beyond this, Templin has been able to attribute to his television advertising other sales to out-of-town customers. These people have reported seeing his commercial on tv. One organ customer came from Akron, Ind.. 50 miles away. Templin has since renewed on WNDU-TV with two announcements per week for 52 weeks.

WNDU-TV, South Bend, Ind.

PURCHASE: I. D.'s

**SPOT TV**

**top  
ad medium  
for 1958**

**and  
tops in  
TULSA**

**KOTV** 

National representative:  
Edward Petry

© KOTV dominates the rich Tulsa market, consistently wins more quarter hours than all other stations combined and averages 37% more viewing families than the next Tulsa station.\*

*\*Total week, metropolitan and area ARB, November 1957*



A CORINTHIAN STATION *Responsibility in Broadcasting*



## Miscellaneous *continued . . .*

### RETAIL GROUP

SPONSOR: Independent Grocers Alliance AGENCY: Geo. F. Florey

**Capsule case history:** In order to promote the wide variety of products handled by grocery stores, this sponsor wanted a television campaign which would appeal to all segments of the tv audience. To achieve this end the Independent Grocers Alliance utilized a multi-program line-up on the Champaign, Ill., tv station, WCIA. The organization has credited this program line-up with causing a 19½% sales increase in its 95 outlets in the east-central Illinois area. Four programs of varying types were selected to appeal to a maximum audience. IGA reaches the nighttime audience through two programs—*Public Defender*, on Thursdays at 9:30 p.m. and a 15-minute newscast, aired Tuesdays at 6:30 p.m. *Happy Home*, on Monday-through-Friday, is IGA's daytime housewives' special. *Midwest Matinee*, designed for children, has boosted sales of milk and ice cream. The commercials on these programs run the gamut from low pressure institutional plugs to strong promotion of IGA brands. The \$60,000 tv appropriation is shared equally among the organization's 95 retail outlets.

WCIA, Champaign, Ill.

PURCHASE: Various

### SALE DAYS

SPONSOR: Oregon, Ill. Chamber of Commerce AGENCY: Direct

**Capsule case history:** The Chamber of Commerce of Oregon, Ill., placed a schedule with WREX-TV, Rockford, Ill., to promote their two-day sales festival. Aim: to draw each one of the 3,205 inhabitants of the small town to the sale. The Oregon Chamber of Commerce used WREX-TV's 10-plan—consisting entirely of 10-second station break I.D.'s in Class "C" time. Cost: \$265. Total increase in sales for these two days over normal sales was \$18,000. Every store recorded doubled and tripled merchandise movement. Although Oregon is some 18 miles southwest of Rockford, a Chamber of Commerce spokesman pointed out that there were numerous people from Rockford and surrounding hamlets who came for the sidewalk festivities. Oregon has no daily newspaper of its own. "This was our most successful and prosperous year," the C of C president stated. "We consider WREX-TV a unique force for sales results."

WREX-TV, Rockford, Ill.

PURCHASE: Announcements

### TOYS

SPONSOR: The Marwin Co.

AGENCY: Direct

**Capsule case history:** Television has repeatedly demonstrated its effectiveness as a medium for the abbreviated, special purpose ad campaign. Time after time it has brought results to advertisers who relied on just a few announcements to promote a sale, a particular product, a special offer, etc. The impact of a "quickie" television campaign was illustrated again in a special promotion initiated by the Marwin Co. during the 1956 Christmas season. The company bought just three one-minute participating announcements on WBKB to advertise their Add-A-Count toy. The announcements were broadcast on the children's show *Morning Spectacular* and were presented live once a day for three consecutive days. The \$1.25 toy was made available to viewers only through mail or telephone orders. As a direct result of the trio of commercials, Marwin Co. sold 1,400 of the toys for a gross sales volume of \$1,750. One-third of the orders were placed by people from four states outside of Illinois. The three-day advertising campaign cost the Marwin Co. a total of \$322.50.

WBKB, Chicago

PROGRAM: *Morning Spectacular*

### TV REPAIR SERVICE

SPONSOR: Bob Reed Tv Service Co.

AGENCY: Direct

**Capsule case history:** From a one-man, one-truck concern to a 13-staff, eight-truck business is the success story of this firm, built through tv advertising. In October 1955, Bob Reed opened his tv repair shop. He tried newspaper and radio promotion but results proved unsatisfactory. In December he started a campaign on WICS which he has maintained to the present day, with approximately the same advertising budget of \$67.50 per week. He bought a "five-for-one-plan" on *Weather Briefs*, a Monday-through-Friday, 6:55-7:00 p.m. show. The plan provides for sponsoring the program one day a week, with one 10-second announcement on each of the four other days. Using a repetitive-type message, this client finds that as soon as a viewer's set goes out of order, Reed's commercial is called to mind and he gets the call for repairs. Just recently, this still fast growing business has moved to a new location with three times the area.

WICS, Springfield

PURCHASE: Program & Announcements

**SPOT TV**

**top  
ad medium  
for 1958**

**and  
tops in  
SCHENECTADY**

**WRGB\***

National representative:  
NBC Spot Sales

*\*Tops, reports November 1957 ARB, with  
48.0 share of sets in use from sign-on to sign-  
off 7 days a week in the Albany-Troy-Schenec-  
tady metropolitan area.*



# SPONSOR ASKS

Should commercials be keyed to the time of day



**Wilbur Stark**, president, *Wilbur Stark-Jerry Layton, Inc.*

A good commercial is basically a salesman. And every good salesman knows that it's selling wisdom to tune yourself to your prospect's mood. No "rah-rah" stuff when he's got the inventory blues and no off-color jokes to the Baptist trade. When you and your prospect are working on the same wave



*Time of day contributes to viewer's mood*

length, then is the time to gradually lead into your pitch.

This is as basic for any successful selling job as the Pythagorean theorem is to geometry. Yet what happens to the television commercial which is, in essence, a form of "person to person" selling? Very rarely, I believe, does the sponsor or agency key his message to the time of day his program is seen. And the time of day is one element that contributes to a viewer's mood.

Tv has now reached an intermediary stage of maturity and it must take its responsibilities more seriously.

One large area of responsibility is selling the product. I firmly believe more concentrated attention must be given not only to copy theme but to the general configuration of this selling medium; factors such as, does the commercial hold steady to the show's format or is it incongruous, what kind of audience is most likely to be reached, etc. must be faced up to.

As regards the time slot, I can speak most pertinently about what Jerry Layton and I have learned from having produced over 3,000 tv shows. Currently, we have *Modern Romances* and *True Story* on the air, and consequently are quite familiar with daytime.

During the day, the woman viewer is alone and lonely. She watches tv while ironing or doing another household chore. She reaches out for identification. If the announcer makes his pitch in terms which permit her to identify with someone or something—on a personal level—she is the perfect prospect, ready to accept the buying proposition.

But at night, she watches her set with different emotions. She is now gregarious, in the company of her husband, children or friends. To reach a member of a "group" audience, in contrast to a solitary audience, commercials must be geared differently.

Too often an example of the following poor tv selling tactic is spotted around the dials. A daytime announcer says, "Now mix your hands in this dough . . ." Fine for that time of day. But—when the same type of pitch hits the nighttime audience, it is thrown down the drain. Obviously all male viewers are lost. But the female at that time is not eager to be reminded of her many chores. She is more feminine now and in the mood for a romantic "pitch."

The most elemental precept of showmanship, "play to your audience," should be the steady focus of the commercial producer.

**Henry Halpern**, vice president in charge of media and research, *MacManus, John & Adams, Inc., New York*

It is our strong feeling that a commercial can best get across its message if it is in tune with the "time of day" during which it is aired. Literally, of course, it isn't the "time of day" but rather the nature and mood of the viewing audience and the type of program being viewed that set the commercial requirements.

We believe that a commercial should not introduce a discordant note, which can act to annoy and possibly even to repel the viewer, but on the other

hand, it should not be so placid and so integrated as to escape completely identification as the sponsor's message.

Product marketing strategy, which not only affects the selection of television vehicles, also determines the nature of the commercial message. To illustrate, at the time of Saran Wrap's national introduction, the television programs MJ&A used were *Today*, *Kate Smith*, and *Your Show Of Shows*. And, even with the singular objective of product introduction, the commercials used on these programs varied considerably. Some were live, some on film, some employed the program's personality. Subsequent developments in the strategy of marketing Saran Wrap indicated benefits could be gained from a change, both in program and in commercial message. The television program selected was *Medic* and I think illustrates, perhaps better than any other example that I could cite, the position of the program vis-a-vis the commercial. The product of really great creative effort were the black light commercials carried on the *Medic* show. These commercials were completely different, yet no less well-integrated, or effective in their selling



*Mood created by program should be considered*

message or in keeping with the character of the audience and the mood created by the program than the more standard techniques used in earlier commercials to advertise the same product.

In determining commercial treatment, we give important consideration to the mood of the program, the character of the expected audience, and the nature of the selling message.



**Robert J. Coen**, *associate research director, McCann-Erickson, Inc., New York*

Let me try to answer this from a research point of view.

Any efforts which will increase the effectiveness of commercials are worth considering. Audiences differ by time of day either in terms of physical make-up or receptiveness to various types of communications. In all com-



*Continuous audience research is big factor*

munication efforts the goal is to obtain maximum results at minimum cost.

The degree of keying, or varying of techniques, depends on the product involved, its audience strategy and the practical limits of making use of such variation. From the research standpoint it is desirable to continuously pursue efforts that may indicate different levels of commercial effectiveness. Indicated variations would then have to be compared to the added expense resulting from a variation in commercial treatment in order to reach a final judgment as to the advisability of such variations.

The task to be done by the commercial as well as the audience and marketing strategy are taken into consideration before selecting the parts of the day that will carry the messages. It is possible, at this stage, to obtain indications as to the physical presence of men, women, teenagers and children in the audience. Additional quantitative information can be obtained which will provide a more detailed profile of the character of the audience. This more or less basic knowledge in combination with previous experience and research can often reduce the number of alternative choices or at least highlight the ones that are of major importance.

In the final analysis good judgment, complete utilization of available information, and judicious research investments will be continuously required to judge what varying degrees of keying may provide. The accumulative weight of these tools must then be related to the practicality and economy connected with using various keying techniques.



Portland, Maine, Metropolitan Area Telepulse (October 10-17) *confirms and improves* figures quoted last month . . .

**WCSH-TV** now  $4\frac{1}{2}$  times ahead of nearest competitor in quarter-hour viewing, capturing 81% of all periods surveyed when three area stations were operating.

**WCSH-TV** took 371.5 to next station's 82.5, or 10% better than in Pulse 13-county area study of May 1957. (Third station did not place in quarter hour "firsts")

**WCSH-TV** has:

*11 of top 15 once-a-week shows*

*7 of top 10 multi-weekly shows* (NBC News first; station's News on 6 second)

*9 of top 10 syndicated film shows*

Any Weed-Television man can supply detailed breakdown of this latest evidence of Channel 6 superiority in northern New England's quality market.

# WCSH-TV

## PORTLAND, MAINE







your  
extra  
eye  
is

# SPONSOR

Hundreds of extra eyes to be exact — the most restless retinue of retinas — work for you at SPONSOR to help keep you the best informed executive on broadcasting that you can possibly be.

*Experienced eyes that see beneath the surface and beyond the fact. Eyes that bring you not alone news but the most comprehensive analysis of this news in the entire publication field.*

That's why you should read SPONSOR — at home . . . where you can give it your unhurried time — your relaxed imagination. One idea that you can apply might well be worth a lifetime of subscriptions.

*Now — for less than a penny a day — just \$3.00 a year — you can have 52 issues of SPONSOR delivered to your home. Try it on this money back guarantee.*

Only gift subscriptions for advertisers or agencies are eligible.

SPONSOR  
40 East 49 St., New York 17, N. Y.

I'll take a year's subscription of SPONSOR.  
You guarantee full refund any time I'm not satisfied.

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

☐ Bill me      ☐ Bill firm

National and regional spot buys  
in work now or recently completed

## SPOT BUYS

### TV BUYS

**The Andrew Jergens Co.,** Cincinnati, is planning its 1958 campaign for its hand lotion. The 52-week schedule kicks-off 15 January in 25 to 30 major markets. Minutes and chainbreaks during both daytime and nighttime segments are being placed with frequencies varying. Buying is not completed. Buyer: Gary Pranzo. Agency: Cunningham & Walsh, Inc., New York. (Agency declined comment.)

**American Chicle Co.,** Long Island City, N. Y., is working on schedules in about 70 markets for its Dentyne chewing gum. The campaign starts in January and runs for 13 to 18 weeks depending upon the market. Minute and 20-second announcements are being scheduled for daytime periods; frequency varies from market to market. Buying is not completed. Buyer: A. Martin Bruehl. Agency: D-F-S, New York. (Agency declined to comment.)

**The Norwich Pharmacal Co.,** Norwich, Conn., is purchasing announcements in various markets for its Pepto-Bismol. The schedule starts 15 January for six weeks. The advertiser is slotting chainbreaks during daytime hours; frequency depends upon the market. Buying is not completed. Buyer: Helen Kowalsky. Agency: Benton & Bowles, Inc., New York. (Agency declined to comment.)

### RADIO BUYS

**Lever Bros.,** New York, is preparing an intensive campaign in 39 markets for its Imperial Margarine. The 14-week schedule begins 13 January. Minutes for daytime and nighttime hours are being bought with an average frequency of 40 per week per market. Buying is not completed. Buyer: Penny Simmons. Agency: Foote, Cone & Belding, New York. (Agency declined to comment.)

**Continental Baking Co., Inc.,** New York, is firming up its 1958 campaign for its bread line. All major markets in its areas of distribution are being used. The schedules start in early January for 52 weeks. Daytime minutes, women's audience, are being slotted. Frequencies depend upon the market. Buyer: George Detelj. Agency: Ted Bates & Co., New York. (Agency declined to comment.)

### RADIO AND TV BUYS

**The Texas Oil Co.,** New York, is buying both radio and tv schedules for a mid-winter push of its gasolines and oils. The short-term starts in late January and is heavy saturation with a male audience in mind. In tv, minutes, chainbreaks and I.D.'s, 6:00 to 12:00 p.m., are being scheduled. In radio, minutes and 20's are being placed during peak morning and afternoon traffic hours, nighttimes and weekends. Buying is not completed. Buyer: Jack Bray. Agency: Cunningham & Walsh, Inc., New York. (Agency declined comment.)

**Lever Bros. Co.,** New York, is planning campaigns in major markets for its Breeze detergent. Both radio and tv will start 6 January and will run in four periods of six weeks each. Announcements of all lengths will be used, with frequency varying. Buying is not completed. Agency: SSCB, New York. (Agency declined to comment.)

**AFTER ALL'S  
SAID AND DONE**

**WJBK-TV**

**CHANNEL**  **DETROIT**

**IS STILL No. 1  
IN FLINT**

Just a few days ago, in December, 1957, ARB released the first truly comprehensive television audience report for the Flint area (58 airline miles from downtown Detroit). In light of varied and confusing trade advertising concerning that area (complete with "facts" concerning almost everything except the basic ingredient of AUDIENCE), we respectfully call your attention to the fact that our Detroit Channel 2 outlet is still No. 1 in Flint area viewing, with more overall viewing than all the non-Detroit stations combined, just as it is tops in Detroit.

Flint is but one of several important out-state areas so covered by WJBK-TV, proving again that the wise buy is the station that saturates where buying power concentrates—with maximum power of 100,000 watts, 1,057-foot tower, and with complete facilities for local programming in full color. Basic CBS.

Represented by  
**THE KATZ AGENCY, INC.**



**STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N. Y.  
230 N. Michigan, Chicago 1, Ill.; 111 Sutter, San Francisco, Cal.**

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**ARB**  
**Reports FLINT AUDIENCE**  
SIGN ON TO SIGN OFF  
(Nov., 1957; Released Dec., 1957)

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<b>WJBK-TV CHANNEL 2 DETROIT</b>	<b>33.0</b>
-----	-----
<b>STATION B DETROIT</b>	<b>31.2</b>
-----	-----
<b>STATION C BAY CITY</b>	<b>17.7</b>
-----	-----
<b>STATION D LANSING</b>	<b>8.3</b>
-----	-----
<b>STATION E DETROIT</b>	<b>6.9</b>
-----	-----
<b>All Others</b>	<b>3.8</b>

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## PICTURE WRAP-UP



**Congressional** Library gets new audio-visual reference as radio broadcast tapes are presented to L. Quincy Mumford, Librarian, by CBS Radio's Arthur Hull Hayes

**Awards** for participation in World Plowing Matches at Peebles, Ohio, are held by winners. Shown (l. to r.): Robt. Barre, co-chairman of World Conservation Exposition and 5th Annual Plowing Matches; Dwight Heckathorne, pres., Ohio Farm Bur. Fed.; Earl K. Devore, gen. chairman; Robt. Miller, WLW Farm Dir. and exposition co-chairman; Doug Stanfield, Farm Bur. Fed.

**Timebuyers** contest told why KETV movies are good buy for national advertiser. Seated (l. to r.) are contest judges: Gordon Gray, exec. v.p., WOR-TV, New York; SPONSOR editor and publisher, Norman Glenn; James Douglas, senior v.p. Ted Bates. Looking on: KETV v.p. and general manager Eugene S. Thomas (l.) and sales manager, Robert O. Paxson



**Sales heat** they hope to generate in KYW, Cleveland, campaign is symbolized by Johnny Bell (l.) and Wes Hopkins. Occasion: Station's anniversary



**Ground-breaking** for WTAE, Pittsburgh's third vhf tv station. Shown (l. to r.): John M. Wolf, Mrs. I. D. Wolf, Irwin D. Wolf, v.p., Earl F. Reed, pres., and Leonard Kapner, exec. v.p.



**Brrr! Icy "spots"** are filmed by Art Ross, tv/radio director for Campbell-Ewald, on location atop of Harding Ice Cap, in Alaska





# News and Idea WRAP-UP

## ADVERTISERS

Toy manufacturers went heavily into tv this year. They report an early sell-out of many tv-advertised lines and a gross take approximating last year's total volume of \$1.2 billion. Around 63% of the total comes from Christmas sales.

As a case in point, Ideal Toy Corp., which sponsors the *Shirley Temple Story Book*, this year sold 140,000 Shirley Temple dolls which retailed at \$12 to \$15. Thus they netted over \$1 million on a doll, extinct for 20 years, that was literally resurrected by tv.

Melvin Heilitzer, advertising and public relations manager for Ideal, credits tv as "our most dramatic and effective advertising of the year."

Other toy manufacturers who used tv heavily this year were Remco Industries, Climax Industries, Rainbow Crafts, American Character Doll, Lionel and American Flyer electric trains, and Milton Bradley and Parker game manufacturers.

**Borden Co. has formed a new division to encompass its milk and ice cream operations.**

It will be known as Borden's Milk & Ice Cream Co.

Francis R. Elliott is president and Harry L. Archer, vice president, of the new division.

**Westinghouse Electric has parceled out a number of new executive assignments among its top level officers. Their new duties:**

Gwilym A. Price, formerly president and chairman, now becomes chairman of the board.

Mark W. Cresap, Jr., formerly executive v.p. and director, is now president and chief administrative officer.

E. V. Huggins, now chairman of the board's executive committee and vice president.

John K. Hodnette, now executive vice president.

George G. Main, vice president-finance.

Francis E. Dalton, controller.

Carlisle P. Myers, corporate secretary.

Russell B. Read, assistant treasurer.

**New assignments at Vick Chemical:**

E. B. Newsom, v.p. in charge of sales and sales promotion; A. J. Elias, v.p. in charge of advertising and marketing; J. S. Scott, advertising manager.

**General Cigar Co. has named Theodore Kaufmann executive vice president. It is a newly created office.**

## AGENCIES

**Two 30-year-old Chicago agencies, Roche, Williams & Cleary and the United States Advertising Corp., have formed perhaps the first merger for 1958. New name: Roche, Rickerd & Cleary, Inc.**

The home of the new company will be Roche, Williams & Cleary's present offices.

John Pierre Roche, president of Roche, Williams & Cleary, will be chairman of the board. C. E. Rickerd, president of United States Advertising, is president of the merged agencies.

**Latin American Advertising, Inc., has been formed in L.A., with representation in Mexico City, and will specialize in Spanish language advertising.**

Its founders are R. Mercado and Norman Palmer, both formerly with KWKW.

**Agency appointments: Weiss & Geller for Doeskin paper products. A saturation spot tv campaign is planned . . . Keyes, Madden & Jones for Roselux Chemical Corp. . . . W. B. Doner, Baltimore, for Sears, Roebuck, Baltimore. They will use radio and tv . . . The Zakin Company, New York, for Camera Import Corp. . . . Blaine-Thompson Co., New York, for Claridge Food Co., Flushing . . . BBDO for Sheaffer Pen's national advertising.**

**NUMBER 1 STATION IN THE NATION**

**KROD-TV**  
NEW MEXICO  
EL PASO  
TEXAS  
channel 4

In 3-Station VHF Markets (ARB—August)

Always first in the Southwest—now, first in the nation in *Share of Audience* in 3-station VHF markets. That's how the August ARB ranks KROD-TV—first in programming, first in power and tower-height, first in promotion . . . and, above all, first advertising buy to cover West Texas and Southern New Mexico.

**KROD-TV**  
Channel 4  
El Paso, Texas  
**CBS**



**CBS**  
AFFILIATED with KROD-600 kc (5000w.)  
Owned & Operated by El Paso Times, Inc.

Rep. Nationally by the **BRANHAM COMPANY**



**TO COVERAGE**—is the KOA-RADIO Route that takes your advertising message throughout the entire Western Market—reaching cities and towns, farms and ranches in 302 counties of 12 states!

**TO SALES**—is the KOA-RADIO Route—the West's best way to sell your product to over 4 million potential customers!

**GET ON — STAY ON\* — KOA-RADIO!** It's the only station you need to route your product directly to the entire, rich Western Market.  
(\*most advertisers do!)

Represented nationally by Henry I. Christal Co., Inc.



**KOA**  
DENVER *Radio*  
12/57  
One of America's great radio stations  
50,000 watts 850 Kc



Keyes, Madden & Jones, former agency, will retain Sheaffer's cooperative advertising.

**Campbell-Mithun, Chicago**, has installed a public relations and publicity department, with Frazier E. Nounnan as director.

**People:** William Pitts, new v.p. in charge of creative services for Ben Sackheim . . . John Cross, now v.p. for Compton . . . Donald E. Manges, account executive for W. S. Walker, Pittsburgh . . . George E. Burgess, Jr., account executive for Merwin Owen Nair Advertising, Hartford, Conn. . . Nancy Breen, media and traffic director for Ray Barron, Boston . . . Charles Powers, director of tv-radio commercial services, and Thomas Greenhow, director of programming for McCann-Erickson, L.A. . . Wallace Lepkin, research director for MacManus, John & Adams . . . Eldon Smith, merchandising director for all Young & Rubicam offices . . . Marian Baer and Bob Chambers to the writing staff and Robert Stanley to the tv-radio art staff of Needham, Louis & Brorby, Chicago.

**New on the job:** David G. McIntyre, assistant account executive for Doherty, Clifford, Steers & Shenfield . . . Frank R. McMann, research associate for Emil Mogul . . . Eldon Sullivan, account executive and v.p. for Cunningham & Walsh . . . Franklyn S. Ferry, v.p., account executive and plans board member for Hilton and Riggio . . . David A. Weiss and Richard W. Stephenson to the public relations department of Hicks & Greist, New York . . . David K. McCourt, account executive for Campbell-Mithun, Minneapolis . . . Marian Jaeger, director of fashion and home furnishings for Burke Dowling Adams . . . Harry P. Stitzlein, account executive on the Goodyear Tire & Rubber account for Norman Malone Associates, Akron . . . Donald B. Kraft, v.p. and manager of Honig-Cooper's Seattle office . . . William R. Gillen, manager of BBDO's Chicago office.

**New at N. W. Ayer:** James Eysler, to the copy department and John R. Lee to the service department, Philadelphia; W. Keith Hafer, to the business development staff, Herbert J. Jacobs to the tv-radio art staff, New York; and Warren Abrams, to the service department, Chicago.

Conn. David Scott will manage the division office.

**Rep appointments:** George P. Hollingbery for WJBF-TV, Augusta, Ga. . . Dore-Pancoast, New York, Chicago and West Coast representative for WFEC-AM, Miami . . . McGavren-Quinn, national rep for KXOA, Sacramento . . . Foster and Creed, Boston, for WDCR, Dartmouth College station. WDCR begins commercial operation on standard AM frequency on 1 February . . . Edward Petry for KOSI, Denver.

**New personnel:** Dick Moran to the staff of John E. Pearson's new Des Moines office . . . Stephen A. Machcinski, Jr., executive v.p. of Adam Young. Machcinski has been general sales manager of radio-tv sales, and in his new position will devote all his time to supervising radio sales . . . Arthur O'Connor, to the New York office of Devney, Inc. . . Irving Kirk, controller for Adam Young, New York . . . Howard S. Shepard, to the sales promotion and development staff of Harrington, Righter & Parsons.

## ASSOCIATIONS

NAB's year-end roundup appraises 1957 as the best year in radio's history.

Some stand-out trends in the growth of radio:

- Of 49 million homes, 48 million, or 96%, own radios.
- Set ownership has climbed to 140 million—a gain of 137% over the past decade.
- Radio homes spend over 2 hours a day with sets turned on.
- This year 14 of the top 15 pre-tv net sponsors returned to network radio.
- 1957 advertising expenditures are expected to show a 20% increase over 1956, i.e. to reach \$650 million over \$571 for last year.
- Stations on the air total 3100 AM; 500 FM stations.

**The current trend to horror and shock programing is coming under the close scrutiny of NAB's Television Code Review Board.**

According to chairman William B. Quarton, subscribers may expect a firm stand by the board regarding the scheduling of such shows during hours when children may be watching.

He warned that horror and shock

## REPS

**The result of SRA's officer selections:**

Re-elected: Frank A. Headley, president; H. Preston Peters, vice president; Eugene Katz, treasurer.

Newly elected: Richard O'Connell, secretary.

**New on the board:** Joseph J. Weed, for three years; Lewis J. Avery, two years; and Robert Meeker, for a one-year term.

**John E. Pearson's San Francisco office has been realigned with the promotion of F. A. "Mike" Wurster as manager.**

Wurster has been sales executive in Pearson's New York office. Previously he was with BBDO and Kieswetter, Baker, Hagedorn & Smith.

He succeeds as manager Martin Percival, who has resigned to take a position with McGavren-Quinn, New York.

**NBC Spot Sales has opened a New England division in Hartford,**



Gets Sales on

**WD 1260 KC**

CLEVELAND'S STATION FOR MUSIC & NEWS



programs are generally unacceptable for children's viewing hours and some horror shows might not be acceptable at any hour on tv.

**Scheduled for 1958:** The Society of Motion Picture and Television Engineers will hold its 83rd convention 21 April at the Ambassador Hotel, L.A. Theme of the conclave: Films for Tv.

**Members of BPA's steering committee for 1958:**

James Kiss, WPEN, Philadelphia; Gene Godt, WCCO-TV, Minneapolis; Dave Partridge, Westinghouse, New York; Bruce Wallace, WTMJ, Milwaukee. Charles Wilson, WGN, Chicago, serves as chairman.

The committee's function is to plan and develop activities and services for the association.

## RESEARCH

NBC Spot Sales says a survey Pulse conducted for it explodes the "myth" that nighttime radio audiences are inferior in "quality" to daytime audiences.

The survey, involving a total of 1,602 interviews in New York, Chicago and San Francisco, compared listening between 6-9 a.m. with listening between 7 and 10 p.m.

Some of the characteristics between morning and night audiences:

- Upper income level: 25.4% vs. 26%
- Auto ownership: 77.4% vs. 75.3%
- Tv set ownership: 93.2% vs. 92%
- Housewife 25-34 age group: 30.6% vs. 30%
- College attendance: 21.1% vs. 22.8%
- High school education: 53.2% vs. 54.3%

**Pulse did an audience study of the 735,000 Puerto Ricans in New York for WHOM, Spanish language station and among the findings were these:**

- Radio set ownership is 100% and tv set ownership, 79%.
- Radio listening in homes is 29% at 7 a.m. and 30% at 7 p.m.
- Spanish is spoken in almost 100% of homes, and both Spanish and English in 67%.
- Median age of the Puerto Rican population falls between 18 and 29,

making it one of the youngest consumer groups in the area. Average family size is 4.2 persons—higher than the New York average.

- Median education level is eight years of elementary school. 28% have attended high school or college.

- WHOM, with 12 hours of Spanish programming daily, ranks first in listening in 46 of its 48 daily quarter-hours of Spanish broadcasting. 71.3% of the families tune in WHOM some time during the day.

**Western dramas are the highest rated group among half-hour tv shows this season, according to Nielsen.**

Their average rating: 28.1%. Quiz and audience participation shows come next with 27.1%—a 4-point gain over last year.

A psychology professor at the University of Michigan took issue with the idea that subliminal projection will influence viewers through subconscious manipulation.

The professor, Richard Blackwell, who directs UM's vision research labs, said:

"I am not convinced that subliminal projection would be at all effective as an advertising technique. Ads we faintly see would have about the same effect as the ones that are obnoxiously visible. We would pay little or no attention to them once the novelty had worn off."

## FILM

**Screen Gems, Ltd., European affiliate of Screen Gems, Inc., is expanding its coverage of the Continent and enlarging technical operations in its London headquarters.**

The Paris office, slated to open shortly, will be supervised by John Cron. George Blaug, formerly with Columbia Pictures International, has joined the Paris office and will spend most of his time touring Europe.

His first job will be a tabulation of over 800 feature films in preparation for increased feature distribution in Europe.

**Ziv has acquired the rights to story material based on the real-life adventures of Bat Masterson, great western hero.**

Production on the new series will

start after 1 January. The program is being readied for fall showing.

The series will be based on the classic history of Masterson's exploits in Dodge City during the hectic '70's.

**Beth Drexler Brod has joined the news staff of SPONSOR and will specialize in covering the film field.**

Miss Brod was formerly with Tide Magazine.

**About people:** Pete Rogers, named sales manager of NTA's west coast division . . . James E. Perkins, to president of Paramount International Films, Inc. . . . Kenneth M. Flower appointed account executive of CBS TV Film Sales, San Francisco office.

## RADIO STATIONS

**Most radio listeners will not tune out most types of music, even though they prefer certain types of music to others.**

So Dr. F. L. Whan, of Kansas State College found out in a recent survey of the attitude of Iowans toward radio.

Adults said that rock-and-roll would be the type they'd most likely tune out, while teen-agers overwhelmingly said they'd thumb off classical and concert music.

Only 6% of the girls and 9% of the boys said they'd listen to any kind of music.

**Ohio d.j.'s, don't look now, but there may be an internal revenue man peering over your shoulder.**

The Ohio Broadcasters Association has bulletinized its members to the effect that since several states' d.j.'s are being "scrutinized" they ought to know:

**The 20% cabaret tax does not apply if the d.j. in a restaurant does nothing more than introduce records and read commercials.**

**Essex Productions, whose principal stockholder is Frank Sinatra, is awaiting FCC authorization for purchase to assume control of Mount Rainier Radio & Television Broadcasting Corp.**

The group now includes radio stations KJR, Seattle, KLX, Portland, Ore., and KNEW, Spokane.

Lestern M. Smith, president and general manager of Mount Rainier



Broadcasting, will continue as general manager of the stations.

**The Triangle Stations' holiday gift to admen was a leather-bound "personal book for executives."**

The 432-page item is loaded with useful and well-documented data pertaining to marketing, advertising and air media.

**A group headed by Kenyon Brown and RAB's Kevin B. Sweeney is awaiting final FCC approval of their purchase of KFOX, Long Beach, Cal., from the Hogan Broadcasting Corp.**

Ira Laufer, will continue as general manager of the station under the new ownership.

**KOSI, Denver, has started construction on its new \$100,000 radio center that will house transmitter, studio and general offices.**

Occupancy is anticipated for 1 April, 1958.

**Public service:** WJTN, Jamestown, N. Y., carried an editorial by its president, Si Goldman, on the annual deficit facing the Jamestown General Hospital, an institution which serves three neighboring communities as well as Jamestown. As a result of his recommendation, the mayors of the four communities concerned have met to work out means whereby their villages can share in meeting the deficit.

**Satisfied advertiser:** Charles A. Stevens Co., women's apparel store, has renewed its sponsorship of WMAQ's 15-minute Sunday night newscast for the 23rd consecutive year.

#### **Kudos:**

- **WTIX, New Orleans,** has received a Certificate of Achievement for its cooperation with the U.S. Army Recruiting Service.

- **WDRC, Hartford, Conn.,** has been praised for its promotion of highway safety by state motor vehicle commissioner John J. Tynan. The letter reads: "(your station) has been most considerate and generous of your time and support in making our state, not only a pleasant place in which to live, but a safe place in which to drive."

#### **Stations with ideas:**

- **WITH, Baltimore,** is offering to its advertisers the services of a consumer panel for product testing and market information.

The panel, made up of 500 Baltimore women, represents varying church groups, service organizations and economic and social backgrounds.

Advertisers, to participate, must be recipients of a Community Club Award and include no competitive products in their test projects. Identity of the panel members is kept secret.

- **WRFM, New York,** has originated an audience letter campaign urging auto manufacturers to include FM radios as standard car equipment. Seventeen FM stations throughout the country and United FM, Inc., L.A., have joined in the campaign.

- Two promotion ideas by **KGW, Portland,** are being passed on by ABN to other affiliates.

- 1) "Mystery Sounds," which is based on listener identification of three familiar household sounds, with a \$1000 bill as first prize.

- 2) "Around the Clock," which invites listeners to guess when an alarm clock will ring on each of 24 days. With a U.S. vacation trip for two as the prize. This one pulled 21,000 entries.

**Withdrawal of affiliation:** **WJW-AM, Cleveland,** on 29 December cancelled its affiliation with ABN to go independent.

**Realignment:** **The McLendon Corp.** this week reshuffled its executives in this fashion:

**W. S. Morgan** returns as v.p. and general manager of **KLIF, Dallas;** **Dale Drake** becomes v.p. in charge of national sales for all Texas Triangle stations; **Buddy McGregor** fills the new post of director of production.

**Additionally:** **Phil Page** moves to program director for **KEEL, Shreveport;** **Gene Edwards** returns to **KILT, Houston,** in a program capacity.

**They've been promoted:** **Harley Lucas, WCUE, Akron,** and **John Crohan, WICE, Providence, R. I.,** now v.p.'s of the Elliot Stations . . . **Robert M. Lambe,** v.p. in charge of sales, and **John C. Pepper,** v.p. in charge of operations for **WTAR Radio Corp., WTAR AM-TV, Norfolk, Va.**

**Here's where they are now:** **Aubrey Morris,** to the news staff of **WSB, Atlanta . . . Dwayne Burk,** announcer-engineer for **KIMA, Yakima . . . Joe Bossard,** national director of merchandising for **KCBQ, San Diego . . . "Gil" Paltridge,** station manager for **KGO, San Francisco . . . Alex M. Victor,** director of sales promotion for **KMLA, L.A. . . . Robert B. Martin,** program director of **WJBK, Detroit . . . J. Vincent Callahan,** v.p. in charge of national sales for **WHAY, New Britain, Conn. . . . Robert Bullock,** chief engineer for **Don Lee Broadcasting . . . Chris Lane,** program director for **KAKC, Tulsa . . . Charles A. Butts,** supervisor of FM sales for **WBZ-FM, Boston.**

**People in new places:** **Duane Modrow,** promotion manager for **KMA, Shenandoah, Iowa . . . Charles R. Thon,** general manager for **WEEX AM-FM, Easton, Pa. . . . Clarence (Bud) L. Waggoner,** general sales manager for **WSIX, Nashville . . . Thurston Holmes,** account executive for **XEAK, San Diego . . . G. (Dan) Poag,** account executive for **WLOK, Memphis . . . Dave Dary,** news director for **KWFT, Wichita Falls, Tex. . . . Homer Cunningham,** program director for **KWFT, Wichita Falls, Tex.**

**New staffers at KEEP, Twin Falls, Idaho:** **Lenny Hesterman,** program director; **Dick Spry,** continuity director; **Mel Evans,** production manager; **Wayne Douglas,** national-regional sales director and sports director; **Dave Hilty,** local sales manager; **Lew Holder,** morning d.j.; **Zita Roache,** bookkeeper; **Walt Snow,** chief engineer.

## **TV STATIONS**

**The FCC's year-end report highlighted these developments:**

- There are outstanding more than 650 commercial tv authorizations, over 100 translator permits and over 50 permits for educational tv stations.

- There were more than 700 FM station authorizations, the first numerical FM increase in 9 years.

- The FCC again complains that its workload has greatly increased in recent years with no increase in manpower. It wants Congress to extend the license period from 3 to 5 years and also wants the Communications



Act changed so as to eliminate many "red tape" hearings which serve only to permit interested parties to delay decisions.

#### Other business before the FCC:

- Approval has been asked for a transfer of stock interests of the M & M Broadcasting Co., owners and operators of WMBV-TV and WMAM, Miami, to the Superior Evening Telegram Company of Superior, Wisconsin.

- Permission has been granted to Carolina Broadcasting Co., Greenville, for purchase of half interest in WMFD, Wilmington.

#### Station doings:

- **KOLO-TV, Reno**, drew thousands of San Franciscans into Reno to view the 49ers-Detroit pro football telecast which was blacked out of the Bay tv area on 22 December.

- **KDKA-TV, Pittsburgh**, showed the first films ever taken of a Pennsylvania court trial. The presiding judge and the defendant gave permission for the filming of a murder trial in Clarion County to which no other news photographers were admitted.

#### In the public service:

- **KOOL AM-TV, Reno**, has been running a series of 5-minute editorials explaining the evils of pay tv to its audience. It has also formed a speakers bureau composed of station executives who are ready and able to speak on the subject at any time.

- **WLW-D, Dayton, Ohio**, is presenting *Science Everywhere*, a new Saturday morning series of science programs for elementary school children. So far over 37,000 study sheets have been distributed to 1,000 teachers for use in follow-up work in their classes.

#### Anniversaries:

- **WTMJ-TV, Milwaukee**, last month celebrated its 10th year of broadcasting. It was the eleventh tv station in the nation to go on the air.

- **KTVA, Anchorage, Alaska**, has celebrated its fourth year on the air in December. It is Alaska's pioneer commercial tv station.

**New net affiliations:** **WBOY-TV**, Clarksburg, W. Va., has become a secondary interconnected affiliate with CBS . . . **WLBR-TV, Lebanon, Pa.**, becomes the fifth Triangle station to join ABC-TV.

**Station applications:** Four applications for new stations were filed between 9 and 14 December. The applicants:

- **Southwestern Publishing Co.**, Fort Smith, Ark., for Channel 9, Hot Springs, 306-kw visual, with tower 679-ft. above av. terrain, plant \$432,000, yearly operating, \$244,400.

- **Moline Television Corp.**, Moline, Ill., for Channel 8, 316-kw visual, with tower 1,000-ft. above average terrain, plant \$782,441, yearly operating, \$573,352.

- **Public Service Broadcasting**, Rock Island, Ill., for Channel 8, Moline, 316-kw visual, with tower 1,000-ft. above av. terrain, plant, \$1,015,796, yearly operating, \$975,000.

- **David P. Pinkston & Leroy Elmore**, as Western Television Co., Lubbock, Tex., for Channel 5, 20.4-kw visual, with tower 361-ft. above av. terrain, plant, \$163,526, yearly operating, \$250,000.

Between 16 and 21 December:

- **Bay Area Telecasting Corp.**, St. Petersburg, for Channel 10, 316-kw visual, with tower 1036-ft. above average terrain, plant, \$1,100,000, yearly operating, \$1,300,000.

#### Tv tower notations:

- **WFIL-TV and WRCV-TV**, Philadelphia, have combined to raise the highest tv antenna (1369 feet above sea level) in the middle Atlantic states. It will serve 2 million tv homes in the area.

- **WTEN**, Capital Cities' new station serving Albany, Schenectady, Troy and Pittsfield, Mass., boasts a 1356 foot antenna, second in height only to the Empire State Building.

#### They're new on the job: Ralph L.

**Atlass**, v.p.-Chicago for Westinghouse . . . **Ralph Renick**, v.p. in charge of news for WTVJ, Miami, Fla. . . . **Clark Pollock**, program director, **George Hutchins**, operations manager, and **John L. Schambow**, promotion manager for KVTU, Sioux City, Ia. . . . **Ted Snider**, tv program director for WTCN-TV, Minneapolis . . . **Tony Kraemer**, audience promotion manager and **Michael Lannon**, sales promotion manager for WRCA AM-TV, New York . . . **Bob Stephenson**, to the news staff of KTRK-TV, Houston . . . **Al Cunningham**, staff artist, **Fred Grise**, lab technician-staff photographer, **James**

**Burris and Lou Epton**, production assistants for WMBD-TV, Peoria.

**Frank M. Smith**, president of Capital Cities Television Corp., Albany, New York . . . **Elmer Cartwright**, to the sales force of WSM, Nashville, Tenn. . . . **Edwin R. Gorby**, traffic manager for WBOY-TV, Clarksburg, W. Va. . . . **Gene Wike**, to the camera, announcing and studio production staff of KIMA-TV, Yakima, Wash. . . . **John E. Barrett**, sales manager for KFRE-TV, Fresno . . . **Russell McElwee**, manager of local and regional sales for WSOC-TV, Charlotte, N. Car. . . . **Curt Sorbo**, station manager for WMOT-TV, Minot, N. Dak. . . . **Juanita Wilcox Mitchell**, rejoining WLW-C, Columbus, as film director.

## CANADA

**International Survey's latest compilation of listening and viewing habits in Canada and its two major provinces include these highlights:**

1) The number of hours spent listening to radio per day:

WINTER '57	
All Canada	3.00 hours
Quebec	3.37 hours
Ontario	2.06 hours

SUMMER '56	
All Canada	2.00 hours
Quebec	2.36 hours
Ontario	1.30 hours

2) The number of hours Canadian tv homes spend viewing tv show per day:

All Canada	4.20 hours
Quebec	4.46 hours
Ontario	5.12 hours

**The pre-Christmas telethon of CKSO AM-TV, Sudbury, Ont., did exceptionally well this year.**

With the help of a local chapter of the Barber Shop Singers, the stations collected over \$10,000 in cash plus about \$1,000 in toys.

The donations were distributed in the form of food and toy packages to about 3,000 children.

**Canadian personnel moves:** **E. J. Gardner**, v.p., creative director of McKim Advertising in Toronto . . . **J. Paul Moore**, media director of Needham, Lewis & Brorby.



## McCANN

(Continued from page 32)

McCann, of course, is not the first agency in the world to have programming problems. Nor is it the first to be thrown on its mettle to prove how its creative people can pull chestnuts out of the fire. In McCann's case working over the shows would have been necessary anyway because the shows were new and, to a certain extent, experimental.

In the case of the Sinatra show, McCann's most serious problem, the job entailed negotiations with a performer whose difficulty to work with is legendary. This job fell on the shoulders of Clyne, top man on the account, a business friend of Sinatra for some years, and the man who recommended the show in the first place. Liggett & Myers people credit Clyne with a masterful job of convincing Sinatra to junk a number of program plans, limit his other work while producing the show and offering a schedule of two live musical shows out of three, starting 3 January. Guest stars will include Dinah Shore, Rosemary Clooney, Tony Curtis and Louis Prima.

McCann, which produces *Club Oasis*, has been working along the lines of building up a repertory of stars who click on the show (and are available). Jimmy Durante and Dean Martin are among those who clicked and who will be repeated. Added starters for 1958 include Sinatra, Andy Griffith, Phil Harris, Kaye Starr, Keely Smith and Jo Stafford.

As for the Eddie Fisher show, its Nielsen average audience and Trendex have been running around 17 to 18, which Clyne says is average for nighttime network tv. It has beaten CBS consistently and is giving trouble to *Sugarfoot* and *Wyatt Earp*. It had been handicapped by a weak lead-in from Nat Cole but the singer has been replaced by *Treasure Hunt* in a recent move which was designed to lend strength to the evening's lineup.

**McCann's image:** The emphasis on creative responsibility and the creative man is quite noticeable at McCann. Harper's sentences fairly bristle with the terms. Since McCann has a reputation on the outside as a strong research agency, it appears that McCann

is trying to balance the scales so far as its own corporate image is concerned.

Whether McCann is stronger in research or the creative side or whether it has found the happy balance, one thing is certain: There is nothing haphazard about McCann-Erickson. It is reflective, self-critical and highly organized. It probes and then probes its own probing. Indicative of Harper's feeling that McCann people must constantly learn and constantly improve is the recently set up Marketing Communications Workshop, which occupies the entire 30th floor at the home office's new quarters at 485 Lexington Ave. in New York City.

The workshop is a training center for new people but also the scene of a group of seminars (called "egghead sessions" by McCann people) where representatives of various agency departments discuss key advertising problems and attempt to develop some kind of picture of what advertising will look like. For example, Haight, Lance Lindquist, one of the two associate directors under Haight, and Mary Harris, director of program services, are involved in a seminar on television's future role in marketing.

There are seven people in all in the group. Besides the tv-radio representatives, there is a representative from the account service department, one from media, one from research and one from the creative (copywriting) side.

"We started off discussing where tv is today," Lindquist explained. "I think the last time we talked about how many tv stations there might be in 10 years. We've covered a lot of ground. We talked about the future of the networks, whether networks would continue as program producers, whether agencies would be forced into production, whether agencies would want to be forced into production, even whether there would be any networks at all."

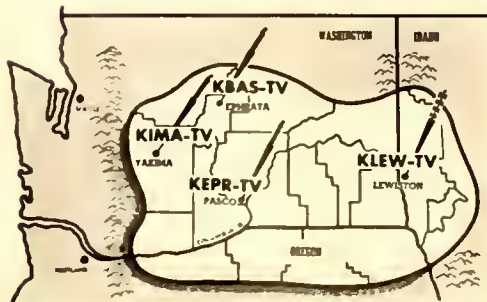
The conclusions of this and other seminars are tentative at present. But there is no pressure to come up with answers for a deadline. "Maybe we'll have answers in two years," Lindquist hazarded.

**Satellites:** If ad agencies move into production, it may well be that McCann's proliferative tendencies may



## Take off that gray flannel, Smidley.

You can't even look like Madison Avenue anymore. Why, every other buyer in the business is snapping up this Cascade buy. Where ya been, Smidley? This Cascade is tremendous. An exclusive billion-dollar television market—the biggest single buy in the West and getting bigger every day. Let's get a bundle on it, Smid, or you've had it.



**CASCADE**  
BROADCASTING COMPANY

NATIONAL REP.: WEED TELEVISION

PACIFIC NORTHWEST: MOORE & ASSOCIATES



point the way. Among the affiliated companies of McCann-Erickson is McGowan Productions, a tv film production firm which has been quietly turning out *Death Valley Days* and *Sky King* for U. S. Borax and Nabisco, respectively, both McCann clients.

It is not the intention of McCann to use McGowan Productions solely as a production firm for McCann clients. Following the pattern set down by other McCann affiliates, McGowan Productions is a company set up to make a profit on its own—though McCann clients will get first crack at McGowan shows.

McGowan has turned out two pilots. The *Sheriff*, made two years ago, was junked. It's latest, *Snow Fire*, a projected series about a talking white horse and a little girl who is the only one who can understand the animal, is reportedly ready for viewing by McCann network tv clients.

McCann is also in the tv film commercial business. Its LaBrea Productions, located in Los Angeles, like McGowan Productions, is working for a list of advertisers 70% of which are McCann clients. Both production outfits are now under Clyne's supervision.

Though both firms are primarily money-making outfits, they offer excellent opportunities in other directions. For one thing, they provide McCann with a ready-made yardstick to evaluate the costs of programs and commercials made by others. McGowan Productions also provides the kind of programing control other agencies dream about.

More familiar to the ad world are McCann's three counseling firms, Market Planning Corp., Communications Counselors, Inc and Sales Communications, Inc. They are solid evidence of McCann's desire to master all the communications problems of business.

What actuates McCann's proliferative tendencies? The profit motive, surely. No business so intent on helping its clients turn a dollar can be indifferent to taking in more than it spends.

But that doesn't explain the unconventional approach. Perhaps it can be summed up by saying that with some people the pioneering drive can't be contained.



# WOMEN

## ...have the BUYING POWER and the INFLUENCE!

... and in SHREVEPORT, women watch Channel 3, KTBS-TV Weekdays, Monday thru Friday ...

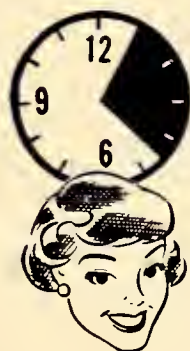
(according to these rated quarter-hours from the new Nov. 1957 ARB Survey)

Breakfast finished ... and the kids

	Chan. 3	Sta. B
9:30	3	2
9:45	4	1
10:00	5	0
10:15	5	0
10:30	5	0
10:45	5	0
11:00	5	0
11:15	5	0
**11:30	4	0
11:45	3	2
** 1 tie	44	5

off to school ... then a morning of good viewing ...

— and Channel 3 WINS\* 44 to 5



Lunch dishes done and they watch all afternoon, 'til it's time to start dinner ...

— and Channel 3 WINS\* 61 to 7

	Chan. 3	Sta. B
1:00	5	0
1:15	5	0
**1:30	2	2
**1:45	3	1
2:00	5	0
2:15	5	0
2:30	5	0
2:45	5	0
3:00	5	0
3:15	5	0
3:30	5	0
3:45	1	4
4:00	5	0
4:15	5	0
** 1 tie	61	7

While Mom cooks dinner, the kids choose their own programs ...

	Chan. 3	Sta. B
4:30-5:00	10	0
5:00-5:30	6	4
	16	4

—and Channel 3 WINS\* 16 to 4



\*Nov. 1957 ARB Metro Shreveport Survey



# SHREVEPORT, LOUISIANA

E. NEWTON WRAY, Pres. and Gen. Mgr.

See your nearest Petry Man for complete details and availabilities.





we deliver  
1000  
like this\*  
for 31c

\*and her family

**M**uch prettier, actually, from a sponsor's point of view, because these ladies *buy*! And at WVNJ you can talk to a thousand of them (and their families) for one minute at a cost of only 31c. Same rate for men, too.

Most advertisers know that the New WVNJ has more listeners than any other radio station broadcasting from New Jersey. As a matter of fact—almost twice as many as the next 2 largest combined.\*

\*Source—Hooperatings Jan.—Feb.—New Jersey

Most advertisers know the quality of this audience—for the new programming concept of playing only Great Albums of Music has brought the station thousands of new and potentially better buyers than ever before.

Most advertisers know, too, that WVNJ delivers this audience at less cost per thousand than any other radio station not only in Jersey but in the entire metropolitan area as well.

That's why WVNJ is the hottest radio station in the New Jersey market—bar none. Get the facts and you'll make WVNJ part of your advertising day.



Represented by:  
Broadcast Times Sales  
New York OX 7-1696

**WVNJ**

Newark, New Jersey

**Radio Station of the Newark Evening News**

# WASHINGTON WEEK

4 JANUARY, 1958  
Copyright 1958  
SPONSOR PUBLICATIONS INC.

This year should see the beginnings, but by no means the end, of proceedings which will change the ground rules for TV networks.

How great the changes may be is a matter for pure speculation, but it appears certain that new limitations will be adopted governing network methods of operation.

The report of the FCC's network study group under the chairmanship of Dean Roscoe Barrow will form the basis of whatever action is taken, despite the fact that the seven FCC commissioners will subscribe to relatively few of the recommendations.

These are some of the prospects for 1958:

- Congress will sidestep actual legislation—such as the Bricker (R., Ohio) bill calling for FCC regulation of networks. The various Congressional committees concerned will likely wait to see what action the Commission takes.

Commission action will probably consist of long-drawn-out "rulemaking proceedings," which will probably be put into action during this year.

- Network "must buy" and option time policies will be prime prospects for such proceedings, in which the FCC will propose changing the rules or instituting new rules.

- The majority of commissioners will not, it now appears, be enthusiastic about changing the rules for networks. (But the FCC has the Department of Justice, plus several Congressional committees, looking over the old shoulder. If the FCC doesn't at least start proceedings in a few directions, then action could come from other sources.)

- The Barrow report will be filed by the FCC with the Senate and House Commerce Committees early in January, with a notation that the Commission has been unable to come to conclusions about the Barrow recommendations, and will need time for further study.

In the event the FCC seeks to hold off too long, the Senate Commerce Committee is quite likely to hail the Commissioners down for questioning on the Barrow report and on what they intend to do about it.

The Barrow report, it may be recalled, was not complete. Lacking were recommendations on programing and talent. When these are finally completed, it is said that they will look with disfavor on network control of programing and talent to the present extent.

- Pay-tv on a broadcast basis appears pretty well set for the FCC-authorized trial sometime this year.

Neither Congressional Committee with jurisdiction (the respective Commerce Committees) seems able to muster enough strength to hold off such a trial. The FCC set March 1 as the date when it will first consider applications, in order to give Congress time to forbid the tests. But action appears to be doubtful.

- The probe of the year in this field will be conducted by the Moulder (D., Mo.) subcommittee, which will look into the way in which government regulatory agencies are administering the laws under their jurisdictions.

FTC will have to explain how it regulates ad practices and the FCC will be quizzed most strongly on whether it has any qualifications for awarding of station permits which it follows with any degree of reliability, or whether political and other influences sometimes enter into competitive cases.

(See News Wrap-Up, page 69, for notes on FCC year-end report.)



# First... and getting BETTER!

The five Triangle Television Stations  
are NUMBER ONE in their coverage  
areas! And their margin of superiority  
is GROWING each day!



**TRIANGLE STATIONS**

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39,  
**WFIL-AM • FM • TV**, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N.Y. / **WHGB-AM**, Harrisburg,  
**WFBG-AM • TV**, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **WLBR-TV**, Lebanon-Lancaster  
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York  
Blair-TV: **WFIL-TV • WNBF-TV • WFBG-TV** / Blair Television Associates: **WLBR-TV** / The Katz Agency: **WNHC**



# Look at the record:

## W F I L - T V

PHILADELPHIA, PA.

**Last year**—26.4% MORE quarter-hour firsts, 2 P.M. to sign-off, Monday-Friday, than 2nd station; 223.5% MORE than 3rd station.

**This year**—MORE audience than any other station in Philadelphia, SIGN-ON to SIGN-OFF, SEVEN DAYS A WEEK!

## W N B F - T V

BINGHAMTON, N.Y.

**Last year**—Top ratings from Scranton to Syracuse.

**This year**—An amazing 48.4% average rating, SEVEN NIGHTS A WEEK!

## W F B G - T V

ALTOONA-JOHNSTOWN, PA.

**Last year**—Only station from Pittsburgh to Harrisburg carrying CBS programs plus best of ABC.

**This year**—24.2% MORE audience—throughout area—than nearest competitor, SIGN-ON to SIGN-OFF, SEVEN DAYS A WEEK!

## W N H C - T V

HARTFORD-NEW HAVEN, CONN.

**Last year**—Delivered 52% MORE audience than next two stations COMBINED, sign-on to sign-off, seven days a week.

**This year**—With an additional station on the air WNHC-TV delivers 66.9% MORE audience than 2nd station; 202.0% MORE than 3rd station; 181.6% MORE than 4th station.

## W L B R - T V

LEBANON-LANCASTER, PA.

**Last year**—Station not on the air.

**This year**—First UHF station to cover LEBANON, LANCASTER, HARRISBURG, YORK—America's NUMBER ONE UHF Market—and at a fraction of the cost of nearest competitor.

Sources: ARB, Philadelphia, December 1956 and 1957/Telepulse, Binghamton, November 1956/ARB, Hartford-New Haven, Total Coverage Area, June 1957 and November 1957/ARB, Altoona, November 1956 and Trendex, Central Pennsylvania, December 1957.



# SPONSOR HEARS

4 JANUARY, 1958  
Copyright 1958  
SPONSOR PUBLICATIONS INC.

**General Motors moves into 1958 without completing its search for a tv "czar."**  
Latest trade "name" rumored to have been approached by Jack Van Volkenburg, retired CBS TV president.

Referring to 1957's record turnover of accounts, a Madison Avenue veteran remarked this week:

"The situation looks to me like the early '30s. Companies found it easier at that time to change agencies than change the ad manager."

**Prudential's 20th Century series on CBS TV has become associated with a special type of marksmanship: Shooting horses off the air.**

One of the steeds romping opposite Prudential's show was **Trigger** of Roy Rogers fame; the other was **Flicka**, of *My Friend Flicka*.

Both departed.

**Something discovered by CBS TV salesmen may serve as a handy tip for their brotherhood: The chances of selling a daytime personality show to an advertiser are sharpened if you bring a projector and kine of the program.**

The average sponsor isn't in the habit of watching daytime fare; so a pitch becomes more real to him if he can get a glimpse of the show in action.

**Here's a sure way girl tv personalities can upset an account executive when attending a formal luncheon in the sponsor's Wall Street oak-paneled dining-room: Insist on wearing dark glasses.**

The agencyman on a giant banking account—who suffered through this—pleaded that this "**Hollywood touch**" might be off key in such surroundings.

But the personality, who dishes out chatter on a New York station, waved the protest aside as "oldhat."

**It's fairly easy to recall the hit shows of radio's heyday, but do you remember any of its memorable flops?**

**SPONSOR HEARS** checked the memories of oldtime Madison Avenue programmers, and the show most mentioned was the costly **The Circle**. It was sponsored by **Kellogg** and included among the exchangers of wit and wisdom **Ronald Colman** and **Noel Coward**.

**Did you ever hear of an agency penalizing a rep because one of his stations wouldn't take the agency's schedule?**

That's just what happened this week. The agency bluntly told the rep: If our business isn't good enough for one of your stations, then it doesn't belong on any of your stations.

The rep's protests got him nowhere.

Some months ago the same agency canceled all its placements with a rep because one of his stations complained about delayed payments.



# listen!

TWO GREAT INDEPENDENTS

The ELLIOT STATIONS

HAVE CHANGED NATIONAL SALES REPRESENTATIVES

**Both WCUE, Akron, and WICE, Providence—  
broadcasting more news...more music...  
more often—are now represented nationally  
by Avery-Knodel, Inc.**

**wice** delivers more listeners per dollar than any other medium in Providence. Fastest growing station in the rich Providence area—955,000 population, 305,000 radio homes. Aggressive new management... and popular programming... have made WICE your best buy in this booming market!

**Wcue** consistently gives more listeners per dollar throughout the great majority of the day than any other Akron station. Up-to-the-minute and on-the-spot news, too. WCUE's 1,000 watts of well-programmed power sell to a market of 247,888 radio homes (NCS #2).

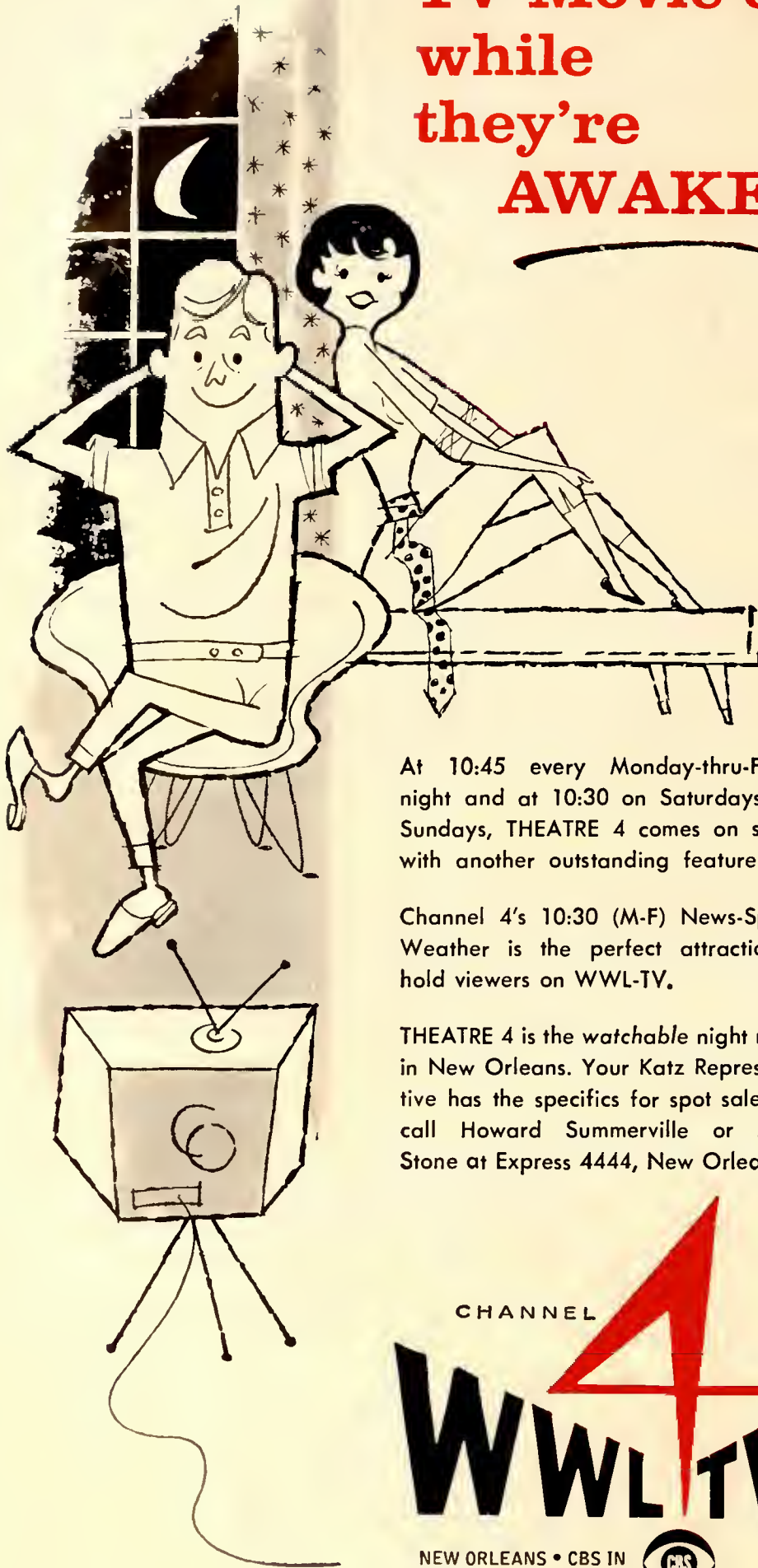
Both stations now represented by...

**AVERY-KNODEL**  
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE



# WWL-TV catches TV Movie-ers while they're AWAKE!



At 10:45 every Monday-thru-Friday night and at 10:30 on Saturdays and Sundays, THEATRE 4 comes on strong with another outstanding feature film.

Channel 4's 10:30 (M-F) News-Sports-Weather is the perfect attraction to hold viewers on WWL-TV.

THEATRE 4 is the watchable night movie in New Orleans. Your Katz Representative has the specifics for spot sales. Or call Howard Summerville or Harry Stone at Express 4444, New Orleans.



NEW ORLEANS • CBS IN  
THE CRESCENT CITY



## MARTINSON'S MARKETING

(Continued from page 36)

and clean up everything after it—oh no . . . all you gotta do now is boil some water and add after-dinner Martinson's Jomar Instant Espresso coffee—you'll love it."

The "after-dinner" theme is hit hard to educate consumers to the use of espresso, a fairly new wrinkle in American coffee-drinking habits. In this education area, Jomar benefited somewhat from a campaign carried by Savarin's Medaglia d'Oro during the past few years. This is a regular espresso. The only instant espresso competition faced by Jomar is from Ehler's, another regional coffee producer.

While punching home the copy points to educate consumers on espresso use, and the ease of Jomar's instant variety, the commercial has the extraordinary quality of sounding like a record that might be purchased for home hi-fi enjoyment.

Miss Bailey's easy, swing-tempo delivery is probably most responsible for this, but North also credits George Nelson's methods. Nelson flew to Las Vegas to record Miss Bailey in the small hours of the morning following her appearance at one of Vegas' pleasure palaces.

"The recording was done in a small studio, and Miss Bailey brought along her own combo—the same one she used on her club date," says North. "The fact that the musicians were so familiar with Pearl's delivery style undoubtedly contributed to the e.t.'s effectiveness, Martinson's ad director told SPONSOR.

The clincher brainstorm for the commercial—the 'direct from Cafe Espresso' bit—is credited to North by board chairman Martinson. The announcer's introduction and the night club atmosphere sounds were added by Nelson back in New York City after Martinson's executives heard the Las Vegas recording. "The whole mood of the thing lent itself beautifully to this treatment, and Dave spotted it," says Martinson.

For Jomar espresso introduction, Martinson's capitalizes on the heavy romance-language population in the New York market.

"This is, in essence, an 'A' and 'B' radio campaign," says Mrs. Ruth Branch, tv/radio manager at Al Paul Lefton. "The 'A' campaign is carried on one Spanish (WWRL) and one





*Roy McMillan, right, WSB Radio Farm Director, receives Georgia Farm Bureau Federation award from D W Clanton, A & P official H L Wingate, center, is immediate past president of the Federation*

For outstanding service to Georgia agriculture

## Georgia Farm Bureau Federation award again goes to WSB Radio

This 1957 trophy is the second to be awarded WSB Radio by the Federation in recognition of the station's progressive and active farm programming for the betterment of Georgia farmers and farming.

It is another laurel to be added to the scores already earned by WSB Radio throughout 36 years of broadcasting in the public interest. No other Georgia radio station—or economical combination of Georgia stations—gives advertisers an audience as large and loyal as does Atlanta's WSB Radio.



*Affiliated with The Atlanta Journal-Constitution NBC affiliate Represented by Edw. Petry & Co.*



Italian (WOV) station to reach the audience that already knows, through background, about espresso. The 'B' is a general frequency campaign for introduction and is carried by seven New York area stations (WQXR, WPAT, WOR, WHLI, WNEW, WMCA, WRCA). In the New York area about 133 announcements are aired per week; about 50 of these are on the foreign language outlets. Live commercials are used on these stations to avoid special recording costs. Also, the live messages gain the advantage of a station personality's identification with

the product, a major factor in foreign language markets.

Times used are primarily from 6:00 to 10:00 a.m. These reach the working girl and male audiences before they leave for work. "Coffee is one of the household items where the man usually has a definite, stated brand preference," says Misch. "If he doesn't like your brand he can negate its use in his home—and that's it, you're sunk," the adman says.

What's the importance of the working girl audience? "We want to reach these women because their time is

limited—they are a perfect target for instant espresso commercials," explains Misch.

In much of its timebuying, Martinson's bought into top-rated, quality shows that had the double-edged effectiveness of reaching large audiences and provided a good background for the Martinson's Jomar name. Among these: *Klavan & Finch* on WNEW, *Dorothy & Dick* on WOR, *Gaslight Review* on WPAT and *Pulse* on WRCA.

The same approach held in 1955 when radio was used to advertise the first Jomar Instant. "We ran 200-300 announcements a week during that campaign," Mrs. Branch said.

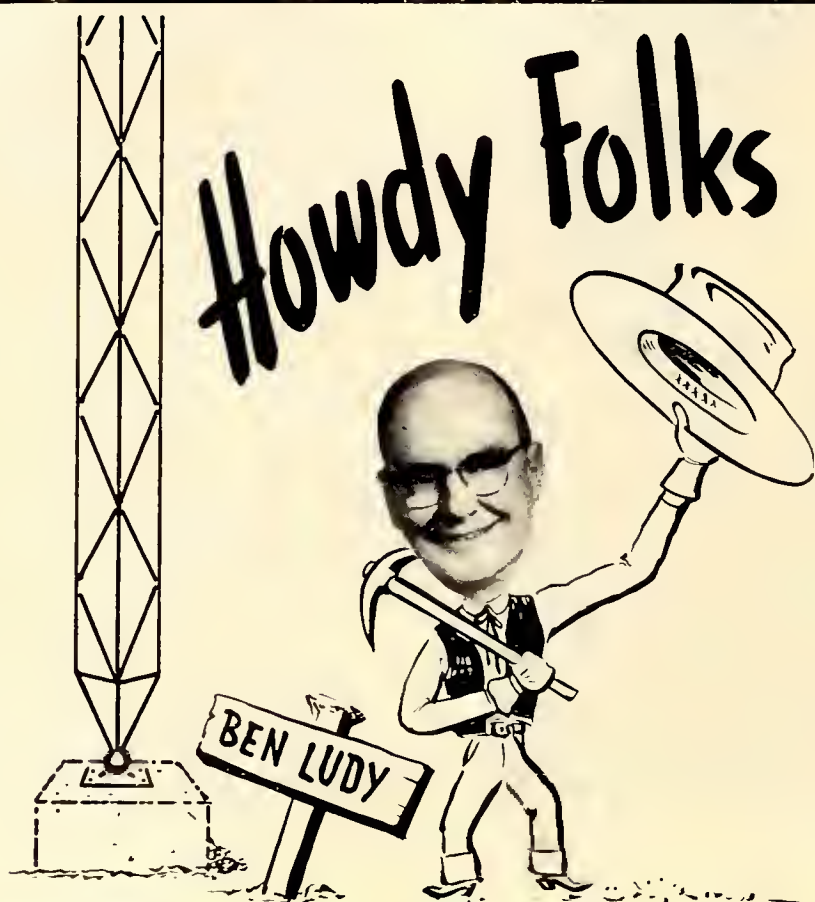
Commercials for the Jomar Instant introduction also were offbeat. They were jingles done in a Gilbert & Sullivan style and purportedly sung by "a busy housewife," "a busy business girl" and a "busy businessman." All of them sold the speed and ease of Jomar, along with flavor and the Martinson's name. The latter copy point represented the firm's first try at the marketing of a new product via free-riding on the company's well-established name.

Radio also is used for Martinson's vacuum pack regular coffee. Commercials again are unusual. They feature Dwight Fiske, super-sophisticated cafe singer-pianist of years standing in the New York area. The sales messages capitalize on Fiske's reputation as a singer of clever, but saucy songs and are sexily suggestive. Main sales theme: "economize with the best."

The company claims that research has proved that its coffee is more economical than others, despite higher price, because it takes less to make an equal amount of coffee of corresponding strength. A New York summer campaign for Martinson's this year included 50 announcements per week on five stations.

Schedule versatility is maintained by Martinson's in its radio advertising. "We change plans frequently to get the best buys, or to switch from, for example, Jomar Instant commercials to Martinson's," says adman North.

How much merchandising does the coffee company seek from the station? Here's the view of board chairman Martinson: "Today's stations have become very important as a selling instrument—the station that goes out of the straight broadcasting activity and enters into active selling for its adver-



## I've Staked a Claim in Texas

To my friends over the country, I am mighty proud to announce our purchase of Radio Station KWFT, Wichita Falls, Texas.

I have wanted this station for twenty years. Its 5KW coverage is a phenomenon of the industry. KWFT has one of the choicest locations in the nation—probably *THE* choicest—with respect to ground conductivity. This, with 620 frequency, gives us a 1/2 MV radius averaging 250 miles . . . in the rich Southwest.

You'll be hearing more from me—plenty more! In the meantime, keep me in mind, won't you?

Ben Ludy  
President and General Manager





tiser will do best."

"We seek station help for sampling to consumers and mailings to retailers and chains," says North. Martinson termed the present roster of stations as "pretty good" in cooperating with merchandising plans.

What about tv? "Yes, we tried some tv back in 1955," says board chairman Martinson. "But we sat down and figured things out and found it was costing us \$120 a second for a local spot between two big network shows. On our present budget, we decided, right then, to stick with radio."

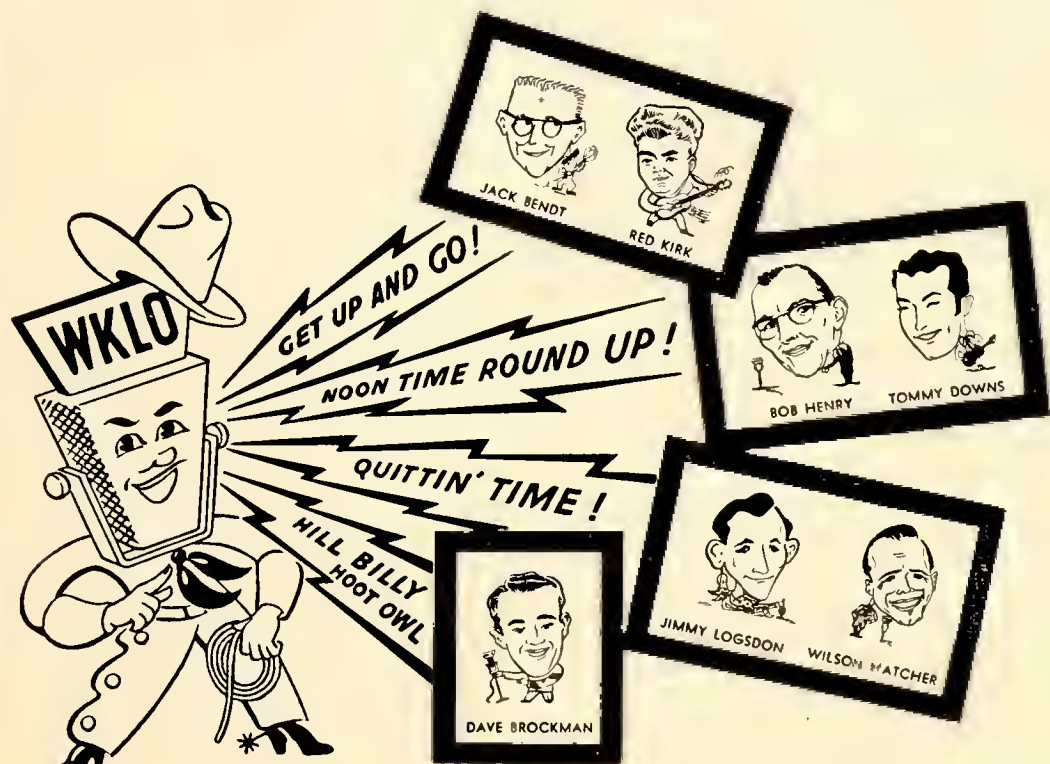
**Other advertising:** Magazine ads are primarily devoted to Jomar Instant and Jomar Instant Espresso. A clever, flying-man character is carried in the instant ads to project the speed of the product. Magazines used are, of course, limited to local publications. In New York, these include *New Yorker*, *Cue*, theater and opera *Playbills*, and the Sunday magazine section of the *New York Times*, as well as *This Week*. "We also use some super-market magazines where we can select the chains we'll hit," Misch said.

In outdoor, North told SPONSOR, "we're in the process of ringing New York with painted spectaculars to push Jomar. The signs will cover all the major transportation routes to the city." Prime feature will be Jomar's flying man, dressed either as a railroad conductor or a bus driver. He'll display a king-size electric clock; the copy line reads "time to switch to real coffee flavor."

"We hope that commuters will start checking the time at the Jomar signs," says North. The campaign is slated to run for three years and costs will run about \$5,500 a month.

**Community relations:** Martinson's has an annual community relations program "that's worth a fortune to us in publicity, and costs under \$20,000 to carry out," the company ad director told SPONSOR. "We serve coffee, free of charge, during the holiday season to motorists in over 80 towns and cities in Martinson's north-east U.S. marketing area."

Conducted to help reduce accidents during the annual heavy-drinking season, the campaign gets full support from local police departments, churches and other organizations. Radio stations cooperate with spot announcements. 📻



**With these WKLO Air Salesmen  
you reach the heart-strings  
that control the purse-strings  
of Rich Kentuckiana.  
May we tell you more about  
their Proof Positive  
(PROFITABLE) Performance?**

**Ask Bill Spencer, Manager, or Your JOHN BLAIR MAN**





your  
extra  
ear  
is  
**SPONSOR**

An army of extra sensitive ears works at SPONSOR to keep you in front of the industry and the industry in front of you.

*SPONSOR is the listening post of thousands of successful executives all over America because its very publishing concept (of news in brief and observations in depth) has made it the most widely read, widely quoted and the best respected publication in the entire broadcast field.*

That's why men who plan their future read SPONSOR — at home. You should, too. Give it your unhurried time and it will give you so much more in return. One idea will pay you back a thousand fold.

*Now — for less than a penny a day — just \$3.00 a year — you can have 52 issues of SPONSOR delivered to your home. Try it on this money back guarantee.*

Only gift subscriptions for advertisers or agencies are eligible.

**SPONSOR**

40 East 49 St., New York 17, N. Y.

I'll take a year's subscription of SPONSOR. You guarantee full refund any time I'm not satisfied.

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

☐ Bill me

☐ Bill firm

## Tv and radio NEWSMAKERS



**Harry W. Bennett, Jr.** has been appointed senior vice president and chief administrative officer of the New York office of The Joseph Katz Co. He comes to Katz from Bryan Houston, Inc., where he was executive vice president, administrator and account supervisor. Bennett was previously director of advertising and sales promotion for the food division of Lever Bros. and account supervisor at the Compton Agency for the Procter & Gamble account. Joseph Katz, president of the company, also announced the appointment of Charles W. Shugert as vice president and director of marketing. He joins the Katz Company from Benton and Bowles, where he has been vice president and account supervisor. Shugert previously spent 26 years at the Shell Oil Company.

**Phil Williams** has been named vice president in charge of syndicated sales for ABC Film Syndication. He will assume this new position on 6 January and have full responsibility for the company's syndicated sales operations. Williams has been with Ziv Television Programs, Inc. since 1952 as an eastern spot sales manager and prior to that as a spot sales manager in the central division, headquartering in Dallas. Before that, Williams spent 15 years with Time, Inc. in sales, public relations and advertising capacities. He was a member of the Fortune Magazine sales staff and in charge of public relations; theatrical sales manager for the March of Time; and advertising director for motion pictures and tv. John Burns continues as vice president of national sales.



**Bruce Eells** has been named executive vice president of United Artists Television, Inc., recently formed tv subsidiary of United Artists Corp. Meanwhile, United Artists has increased its participation in the tv film syndication field through recent acquisition of 700,000 shares of the capital stock of Associated Artists Productions Corp. The stock purchase was made through a new United Artists subsidiary called Gotham Television Film Corp. Purchase price was \$12 a share, split \$6.00 in cash and \$6 in debentures. Eells announced recently that UA TV will launch its production activities early this year with *United Artists Playhouse*. It will be an anthology of half-hour films financed by UA and available for network sponsorship or syndication.





## This man can be as "remote" as he wants

All he has to do is push one plug into an Ampex Model 350, and he can operate the recorder—from any place. He has Remote Control!

The Compact Unit he's holding controls every function, including Start, Stop, Record, Fast Forward and Rewind. It even has a Red Light that indicates "Record," and a Green Light that indicates "Play."

You too can be as remote as you wish, limited only by the length of the connecting cable you install. And you can now buy this Unit, and all other Ampex Professional Equipment, on a factory-direct basis. For factual information about Ampex recorders, write directly to the address below.

### YOU BENEFIT BY DEALING DIRECT

- PERSONAL CONTACT WITH AMPEX THROUGH FIELD SALES ENGINEERS
- COMPLETE PRODUCT INFORMATION AND INSTALLATION SERVICE

NEW YORK, CHICAGO, ATLANTA, LOS ANGELES, DALLAS, WASHINGTON, D.C.  
DETROIT, SAN FRANCISCO, TORONTO • Representatives in over fifty countries



854 CHARTER STREET  
REDWOOD CITY, CALIF





# SPONSOR SPEAKS

## Spot acceleration

If the media directors of some of the nation's largest agencies are correct, spot television will undergo new growth acceleration during 1958. And as far as spot radio is concerned, the tremendous pace of 1957 seems likely to be maintained.

This is welcome news to broadcasters. But the news can be even better and the business growth even bigger if spot is made easier to buy.

Individual salesmen make spot easier to buy every day by the deftness with which they present the facts to buyers. And virtually all of the representative firms have been taking steps to streamline their operations.

But some of the most important basic progress comes through group action like that of the Station Representatives Association and the 4 A's which recently developed a standard confirmation form including a contract on the reverse side.

This time-saver was worked out over a period of many months and is just one of the new techniques going into the works. We urge the industry to work vigorously on this front during 1958 if it is to develop spot to its full potential—as well as serve the best interests of agencies and advertisers.

## Light-touch presentations

First came the light-touch commercial. Then, as 1957 drew to a close, the light-touch air media presentation followed. Along with most timebuyers we've spoken to, we enjoyed the light-touch presentations. They were a welcome switch from bar graphs of by-gone years.

The ABN use of live talent demonstrations; Gordon McLendon's Texas-style slide film presentation with dramatic narration; the WNAX, Yankton, S. D., color movie including a ghost narrator; the WJW-TV, Cleveland, movie spoofing an old-fashioned market presentation . . . these and many others during recent months have been refreshingly creative.

Though all the light-touch presentations we've seen thus far have been successful, we pass this warning on to stations: don't be carried away. Buyers like the light sell; but they want facts too. And what was smart selling for someone else may not be right for you.



**THIS WE FIGHT FOR:** *Agencies and stations in each market should ask: "How are we judged in this community?" The spreading trend for cities to try advertising taxation, makes local-level p.r. by admen and media a pressing need.*

## 10-SECOND SPOTS

**Animal kingdom:** From a WOR-TV, New York, release — "*Mighty Joe Young* apes *King Kong*—Racks up a Whopping 78.3 Rating." *Looks like the monkeys are taking over the world.*

**Christmas past:** Outside the RTES Christmas party at the Roosevelt Hotel in New York the other day, WIP, Philadelphia, had a "picketing" Santa Claus parading with a sandwich sign reading, "Accept no substitutes in Philadelphia." *One thing about Santa Claus—he's no local personality.*

**Recognition:** A Metairie, La., woman wrote Dinah Shore after having watched the GM anniversary tv spec on NBC TV that her 18-month-old daughter who has just learned to identify sexes was able to point out which was a "man" or "woman" as each performer appeared. However, when Dinah appeared for the commercial, the tot said, "That's a Chevrolet." *Well, she's got a good chassis.*

**Same old stand:** Since subliminal projection has entered the tv scene, the following letter was received from its originator, James M. Vicary: "We have received so many phone calls asking "where can Mr. Vicary be reached now? that I feel I should let you know I am still doing my usual work." *Subliminally?*

**Guilty:** Psychiatrists, according to *TV Guide*, have found a new neurosis: a guilt complex on the part of tv viewers who don't use the products advertised by sponsors of their favorite shows. *And they should feel guilty!*

**Friends?** Sometimes air media likes to look over the shoulder of print media. Gordon's Co. ad in a newspaper campaign borrowed this heading from Shakespeare: "We are advertised by our loving friends." The advertisement was for Vodka, the national drink of Russia.

**Heading:** From *N. Y. Times*—  
Soviet Has a Tv Telescope  
*Trained on Cape Canaveral, no doubt.*

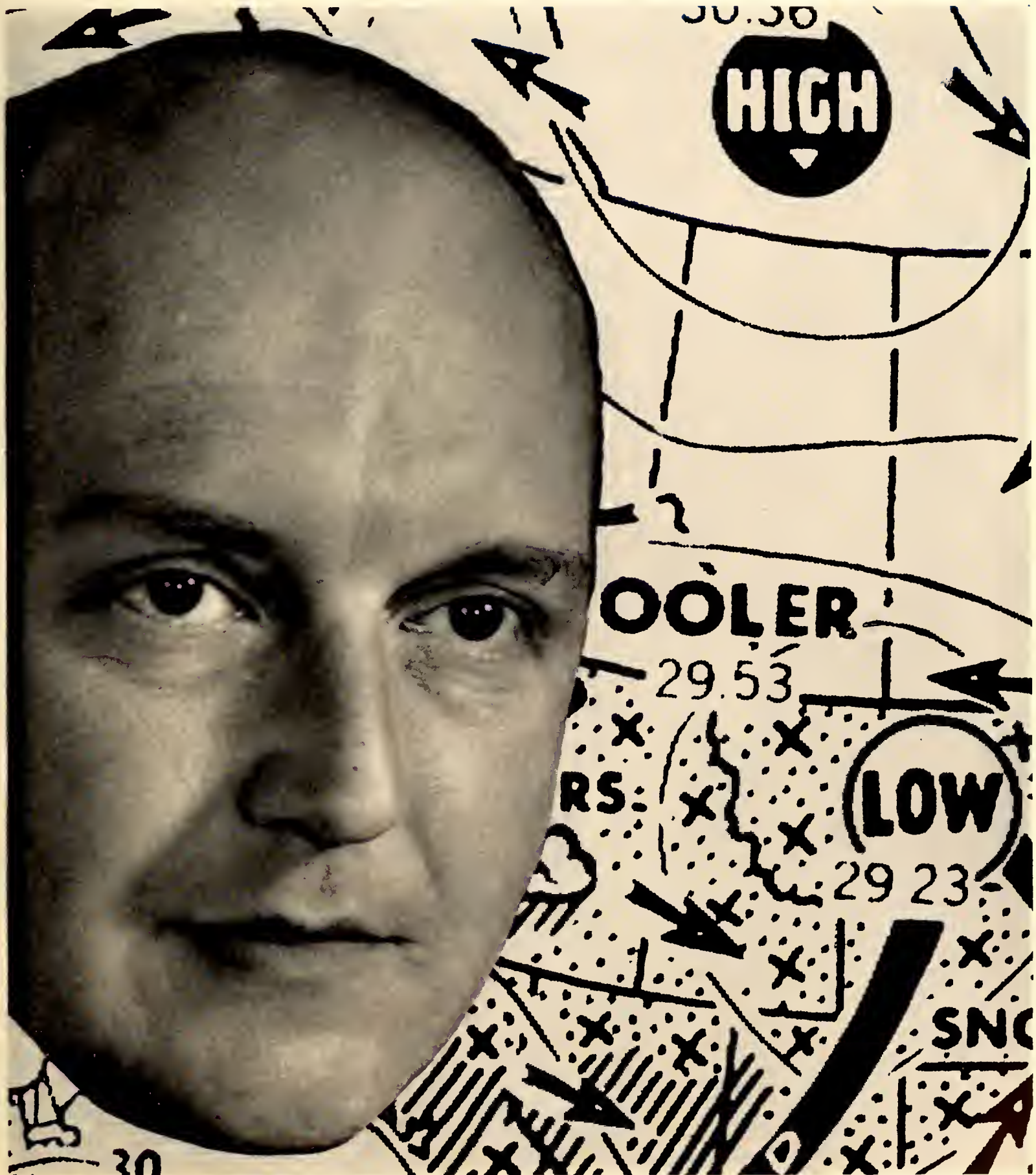
**Ad managerese:** Overheard in a Madison Avenue agency corridor, one adman to another: "Well, I've tried this out on some pretty king-sized people." *This opens a whole new vein of marketing strategy—fitting the consumer to the product rather than vice versa.*



Weather is big news in Minneapolis-St. Paul. A mean annual temperature of 45.6° includes highs of 104° and lows of -34°, an average of 42.7 inches of snow and 25 inches of rain.

This gives WCCO Television's Number One Weatherman Bud Kraehling plenty to talk about, 700,000 television families plenty to watch. Weathercasts at 12:20 p.m., 5:55 p.m., and 10:20 p.m. promise solid attention for your sales message. Check the forecast with Peters, Griffin, Woodward.

**WCCO television** MINNEAPOLIS ST. PAUL **Channel 4**  
THE NORTH STAR





# K-JOE

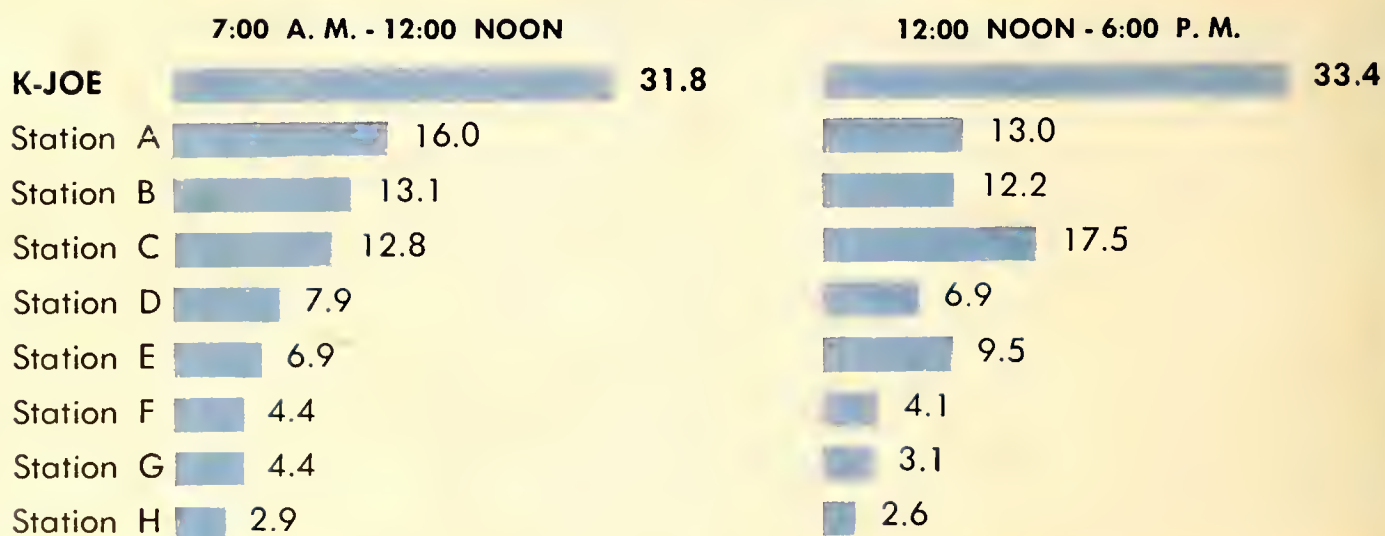


# AGAIN!

# IN SHREVEPORT

**PROVED BY HOOPER\*—OCTOBER, 1957**

MONDAY THRU FRIDAY



FOR LOWEST COST  
PER THOUSAND  
**K-JOE**

1480 KILOCYCLES  
SHREVEPORT, LOUISIANA

**\* SUBSTANTIATED  
BY PULSE**

REPS: *National* FORJOE & COMPANY  
*Southern* CLARKE BROWN CO.